
BOARD MEETING AGENDA

DATE: January 13, 2022

TIME: 10:00 a.m.

PLACE: This meeting will be held remotely and the public is invited to attend online or via phone. Join via computer on Zoom at:

<https://us02web.zoom.us/j/89608062183>

If your computer does not have a microphone or speakers, you may need to call in. Dial (669) 900-6833 or (346) 248-7799 and enter ID: [89608062183](https://us02web.zoom.us/j/89608062183)

Coronavirus (COVID-19) Advisory Notice

PLACE: Via Videoconference/Teleconference Only pursuant to AB361 and in accordance with Marin County Public Health guidelines, this meeting will be held by videoconference only during the duration of the COVID-19 emergency. Members of the public who wish to observe and participate in the meeting may do so by computer or phone.

How to Provide Comment

Members of the public may submit public comment by:

1. Emailing mfrank@marinjpas.org before or during the meeting;
2. Joining the meeting by Zoom; or by
3. Joining the meeting by phone and dialing *9 to add yourself to the speaker queue.

- A. Discuss and Consider Passing Resolution Continuing Virtual Meetings Pursuant to Assembly Bill 361 [Ortiz] (Frank)**
- B. Report from Executive Officer (Frank)**
- C. Public Comment**

Anyone wishing to address the Board on matters not on the posted agenda may do so. Each speaker is limited to two minutes. As these items are not on the posted agenda, the Executive Officer and members of the Board may only respond briefly but topics may be agendaized and taken up at a future meeting. Public input will be taken as part of each agendaized item.
- D. Approve Minutes of November 18, 2021 Regular Meeting (All)**
- E. Marin County Storm Water Pollution Prevention Program (MCSTOPPP) Update and Fiscal Year 2022-2023 Proposed Budget (Frank / Carson)**
- F. MGSA Board Appointments to the Community Media Center of Marin (CMCM) Board of Directors (Frank)**
- G. CMCM Annual Report Fiscal Year 2020/21 (Frank / Eisenmenger)**
- H. MGSA Work Plan Status Update for FY 2021-22 and Input on FY 2022-23 Work Plan Initiatives (Frank)**
- I. Adjournment**

NEXT SCHEDULED MEETING: March 10, 2022

NOTE: A complete copy of the agenda packet is available on MGSA's website at <http://maringeneralservicesauthority.com>. Also, at this website one can subscribe to all Board of Directors Meeting notifications.



900 Fifth Avenue, Suite 100
San Rafael, CA 94901
415.446.4428
maringsa.com

MEMORANDUM

DATE: January 13, 2022
TO: MGSA Board of Directors
FROM: Michael Frank, Executive Officer
SUBJECT: Virtual Meeting Authorization Under Assembly Bill 361

Recommendation

Adopt resolution 2022 - 01 authorizing remote teleconference meetings of the MGSA Board of Directors pursuant to Assembly Bill 361.

Discussion

Prior to the COVID-19 pandemic, Government Code Section 54953(b)(3) of the Ralph M. Brown Act ("Brown Act") allowed members of a legislative body to attend a public meeting by teleconference only if each teleconference location was listed on the agenda, the agenda was posted at each teleconference location and each teleconference location was open to the public. Additionally, the Government Code Section 54953(b)(3) required that a quorum of the legislative body must participate from locations within agency's boundaries.

Throughout the pandemic, certain Brown Act provisions have been suspended through a series of California Governor Executive Orders which allowed public agencies to conduct virtual meetings via teleconference platforms. The most recent, Executive Order N-08-21, expired on September 30, 2021 and was replaced by Assembly Bill (AB) 361 which amends Government Code section 54953(e) until January 1, 2024.

Under AB 361, local agencies can hold public meetings by teleconference without reference to otherwise applicable requirements in Government Code section 54953(b)(3) so long as (1) the legislative body complies with certain requirements, (2) there exists a declared state of emergency, and (3) one of the following circumstances is met:

1. State or local officials have imposed or recommended measures to promote social distancing; or

Agenda Item A

2. The legislative body is holding the meeting for the purpose of determining, by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees; or
3. The legislative body has determined, by majority vote, pursuant to option 2, that, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

MGSA desires to continue to hold public meetings by teleconference, and the following conditions have been met consistent with Government Code section 54953(e):

1. The Governor of California proclaimed a state of emergency on March 4, 2020, pursuant to Government Code section 8625, which remains in effect; and
2. Local officials have imposed or recommended measures to promote social distancing (attached to this staff report).

Pursuant to the provisions of AB 361, the attached resolution allows for teleconference meetings for the next 30 days. In the event that the Board desires to continue to hold meetings via teleconference beyond 30 days, the Board of Directors will adopt another resolution authorizing remote teleconference meetings at the beginning of the next Board Meeting.

Attachments

- Attachment A1: Resolution 2022 – 01 titled, “A Resolution of the Marin General Services Authority Authorizing Public Meetings to be Held Via Teleconferencing Pursuant to Government Code Section 54953(e) and Making Findings and Determinations Regarding the Same.”
- Attachment A2: September 22, 2021 Social Distancing Recommendation of Marin County

**A RESOLUTION OF THE MARIN GENERAL SERVICES AUTHORITY
AUTHORIZING PUBLIC MEETINGS TO BE HELD VIA TELECONFERENCING
PURSUANT TO GOVERNMENT CODE SECTION 54953(e) AND MAKING FINDINGS
AND DETERMINATIONS REGARDING THE SAME**

RESOLUTION 2022 - 01

WHEREAS, the Board (the “Board”) of the Marin General Services Authority (the “Authority”) is committed to public access and participation in its meetings while balancing the need to conduct public meetings in a manner that reduces the likelihood of exposure to COVID-19; and

WHEREAS, all meetings of the Authority are open and public, as required by the Ralph M. Brown Act (Cal. Gov. Code 54950 – 54963), so that any member of the public may attend, participate, and watch the Board conduct its business; and

WHEREAS, pursuant to Assembly Bill 361, signed by Governor Newsom and effective on September 16, 2021, legislative bodies of local agencies may hold public meetings via teleconferencing pursuant to Government Code Section 54953(e), without complying with the requirements of Government Code Section 54953(b)(3), if the legislative body complies with certain enumerated requirements in any of the following circumstances:

1. The legislative body holds a meeting during a proclaimed state of emergency, and state or local officials have imposed or recommended measures to promote social distancing.
2. The legislative body holds a meeting during a proclaimed state of emergency for the purpose of determining, by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.
3. The legislative body holds a meeting during a proclaimed state of emergency and has determined, by majority vote, that, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees; and

WHEREAS, on March 4, 2020, Governor Newsom declared a State of Emergency in response to the COVID-19 pandemic (the “Emergency”).

WHEREAS, on September 22, 2021, the Director of the Marin County Department of Health and Human Services issued a letter to the President of the County Board of Supervisors to

recommend a continued emphasis on social distancing measures as much as possible to make public meetings as safe as possible.

WHEREAS, the Centers for Disease Control and Prevention continue to advise that COVID-19 spreads more easily indoors than outdoors and that people are more likely to be exposed to COVID-19 when they are closer than 6 feet apart from others for longer periods of time.

WHEREAS, due to the ongoing COVID-19 pandemic and the need to promote social distancing to reduce the likelihood of exposure to COVID-19, the Authority intends to hold public meetings via teleconferencing pursuant to Government Code Section 54953(e).

NOW, THEREFORE, THE BOARD OF THE MARIN GENERAL SERVICES AUTHORITY DOES RESOLVE AS FOLLOWS:

1. The Recitals provided above are true and correct and are hereby incorporated by reference.
2. The Board hereby determines that, as a result of the Emergency, meeting in person presents imminent risks to the health or safety of attendees.
3. The Board of Directors of the Authority shall conduct their meetings pursuant to Government Code section 54953(e).
4. Staff is hereby authorized and directed to take all actions necessary to carry out the intent and purpose of this Resolution including, conducting open and public meetings in accordance with Government Code section 54953(e) and other applicable provisions of the Brown Act.
5. This Resolution shall take effect immediately upon its adoption.

Adopted this 13th day of January 2022.

Ayes: Alilovich, Blunk, Chanis, McGill, Middleton, Nicholson, Zadnik

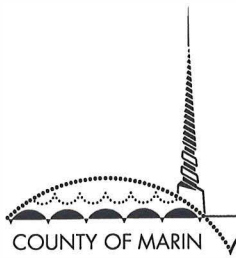
Noes: Alilovich, Blunk, Chanis, McGill, Middleton, Nicholson, Zadnik

Absent: Alilovich, Blunk, Chanis, McGill, Middleton, Nicholson, Zadnik

Greg Chanis
President, MGSA Board of Directors

Attested By:

Michael S. Frank
Executive Officer



DEPARTMENT OF
HEALTH AND HUMAN SERVICES

Promoting and protecting health, well-being, self-sufficiency, and safety of all in Marin County.



Benita McLarin, FACHE
DIRECTOR

20 North San Pedro Road
Suite 2002
San Rafael, CA 94903
415 473 6924 T
415 473 3344 TTY
www.marincounty.org/hhs

September 22, 2021

Dennis Rodoni
President, Board of Supervisors
3501 Civic Center Drive, 3rd Floor
San Rafael, CA 94903

Re: Public Meetings/Social Distancing

Dear President Rodoni:

On September 20, 2021, Governor Newsom signed AB 361. The legislation provides that local agencies may continue to hold certain public meetings via video/tele-conference as they have done during the Covid-19 emergency. The legislation allows such meetings to continue during a proclaimed state of emergency if state or local officials have recommended measures to promote social distancing.

Local government meetings are indoor meetings that are sometimes crowded, involve many different and unfamiliar households, and can last many hours. Given those circumstances, I recommend a continued emphasis on social distancing measures as much as possible to make public meetings as safe as possible. These measures can include using video/tele-conferencing when it meets community needs and spacing at in-person meetings so that individuals from different households are not sitting next to each other. I will notify you if this recommendation changes while the Governor's state of emergency for COVID-19 remains in place.

Respectfully,

Benita McLarin
Director, Health & Human Services

cc: Matthew H. Hymel, CAO
Brian E. Washington, County Counsel

BOARD MINUTES FOR MEETING OF NOVEMBER 18, 2021

As a result of the COVID-19 pandemic, the Board Meeting came to order on-line in compliance with of AB 361. The meeting started at 10:01 a.m.

MGSA Board Members Participating: Vice President Andy Poster, and Members Cristine Alilovich, Chris Blunk, Craig Middleton, and Angela Nicholson were present. President Greg Chanis and Member Adam McGill were absent.

Program Contractors Attending: Executive Officer Michael Frank, General Counsel Dave Byers, and Contractor Bob Brown.

A. Discuss and Consider Passing Resolution Continuing Virtual Meetings Pursuant to Assembly Bill 361 [Ortiz]

Motion by Middleton, seconded by Nicholson to adopt Resolution 2021-12 authorizing teleconference meetings of the MGSA Board of Directors pursuant to Assembly Bill 361. Motion was approved 5 – 0 with Chanis and McGill absent.

B. Report from Executive Officer

Executive Officer's report was moved to the end of the agenda. The Executive Officer reported on activities since the last meeting. In particular, he mentioned:

- Administration
 - Audit – The Executive Officer commented on the new financial auditor, the most recent process and the effort spent to bring them up to speed, and some of the benefits of changing auditors.
 - Digital Marin – Discussed the status of their Strategic Plan and that he was participating in a staff interview process.
- Telecommunications
 - There are currently 12 AT&T pole reservations, all in Novato.
 - A Board Member asked about the relationship between the new federal infrastructure monies and 5G small cell implementation. The Executive Officer said that he would research and get back to the Board.

- CATV Program
 - The Executive Officer mentioned that the CMCM Annual Report was moved to the next meeting’s agenda due to the length of the current meeting.

C. Public Comment

None

D. Approve Minutes of September 9, 2021 Regular Meeting

Motion by Nicholson, seconded by Alilovich, to approve the minutes for the September 9th, 2021 Board Meeting. Motion was approved 5 – 0 with President Chanis and Member McGill absent.

E. Taxicab Regulation Program Fee Update

Motion by Middleton, seconded by Nicholson, to adopt Resolution 2021-13 [Revisions to Taxicab Regulation Program Fee Schedule which includes Exhibit A, Revised Schedule] modifying the Taxicab Regulation Program Fee Schedule reducing permit fees and implementing a late fee.

One speaker, Kevin Carroll, spoke on the need for taxi enforcement.

F. Public Hearing of Appeal of Denial of Taxicab Company Permit

Following an introduction of the item by Bob Brown and an opening of the Public Hearing, the taxi driver denied a permit made a statement to the Board. Following closing of the Public Hearing, the Board went into Closed Session. When the Board returned to Open Session, they reported out that Mr. Gueye’s permit had been approved until July 1, 2022 with quarterly random drug and alcohol testing.

G. Closed Session - Pursuant to Government Code Section 54956.7, LICENSE/PERMIT DETERMINATION – Applicants: 1

H. Closed Session - CONFERENCE WITH LEGAL COUNSEL—ANTICIPATED LITIGATION, Significant exposure to litigation pursuant to paragraph (2) of subdivision (d) of Government Code Section 54956.9: (One potential case)

I. MGSA / Comcast Settlement Agreement for Disputed Franchise Fees for the Period 2017 – 2021 and Potential Tolling Agreement Extension

Motion by Middleton, seconded by Nicholson, to adopt Resolution 2021-14 providing the Executive Officer authority to sign a Settlement Agreement between MGSA and Comcast Cable Communications Management LLC regarding disputed franchise fees for the period 2017 to 2021. Motion was approved 5 – 0 with Chanis and McGill absent.

There was no public comment on the item.

J. Transmittal of Annual Fiscal Year 2020/21 Year-End Financial Statement and Audit Report

The Board accepted the Annual Financial Statement and Audit Reports for FY 2020/21 prepared by R.J. Ricciardi, Inc. The Executive Officer provided a brief overview and commented that the Audit was clean. He also mentioned that staff would be looking at one suggestion regarding the purchase of crime and malfeasance insurance.

There was no public comment on the item.

K. 2022 MGSA Board Meeting Schedule

Motion by Poster, seconded by Middleton, to adopt the presented MGSA Board of Directors' meeting dates for calendar year 2022. Motion was approved 5 – 0 with Chanis and McGill absent.

There was no public comment on the item.

L. Election of President and Vice President of the MGSA Board of Directors' Officers for Calendar Year 2022

Motion by Nicholson, seconded by Alilovich, to elect Greg Chanis as President of the MGSA Board for calendar year 2022. Motion was approved 5 – 0 with Chanis and McGill absent.

Motion by Middleton, seconded by Poster, to elect Chris Blunk as Vice President of the MGSA Board for calendar year 2022. Motion was approved 5 – 0 with Chanis and McGill absent.

There was no public comment on the item.

M. Adjournment

The meeting adjourned at 11:30 a.m.


Michael S. Frank, Executive Office

MEMORANDUM

DATE: January 13, 2022

TO: MGSA Board of Directors

FROM: Michael S. Frank, Executive Officer

SUBJECT: Marin County Stormwater Pollution Prevention Program (MCSTOPPP) Fiscal Year 2022-23 Proposed Budget

Recommendation

By motion, staff recommends adoption of the attached Resolution 2022-02 supporting the proposed budget and forwarding a recommendation to the Marin County Board of Supervisors.

Discussion

Rob Carson, MCSTOPPP Program Manager, has prepared the FY 2022-23 MCSTOPPP budget for review by the MGSA Board and a recommendation to the Board of Supervisors.

The attached memorandum and attachments from Mr. Carson review the proposed budget in detail. In summary, the Fiscal Year 2022-23 budget increases member contributions by \$100,000 to start addressing the design of trash collection devices, increases total expenditures by \$336,535 vs. prior year budget (primarily due to the inclusion of Optional Permit Services for jurisdictions), anticipates utilizing \$183,781 from reserves to balance the budget, and projects a year-end fund balance of \$200,608.

MGSA staff is supportive of the recommended budget. Mr. Carson will be at the January 13, 2022 Board Meeting to discuss the budget and answer questions of the Board.

Attachments

- **E1** - Fiscal Year 2022-23 Proposed MCSTOPPP Budget Memorandum and Exhibits
- **E2** - Draft Resolution 2022-02, titled "FY 2022-23 MCSTOPPP Budget"



Marin County Department of Public Works
Marin County Stormwater Pollution Prevention Program
P.O. Box 4186 San Rafael, CA 94913-4186
3501 Civic Center Dr. #304
Tel. (415) 473-6528 Fax (415) 473-2391
www.mcstoppp.org

Attachment E1

Belvedere

Corte Madera

**County
of Marin**

Fairfax

Larkspur

Mill Valley

Novato

Ross

San Anselmo

San Rafael

Sausalito

Tiburon

Date: January 4, 2022

To: Marin General Services Authority Board of Directors

From: Rob Carson, MCSTOPPP Program Manager

Subject: Proposed MCSTOPPP Fiscal Year 2022-2023 (FY 22-23) Budget

Recommendation: Accept report and recommend approval of Proposed FY 22-23 MCSTOPPP Budget.

Introduction:

Thank you for this opportunity to present the Proposed FY 22-23 MCSTOPPP Budget. Your participation in the Marin County Stormwater Pollution Prevention Program (MCSTOPPP) provides great value to the member jurisdictions and helps protect the environment and ensure compliance with the Phase II Stormwater Permit in a cost-effective manner.

Discussion

The Marin County Flood Control and Water Conservation District, a special district under the County Board of Supervisors (BOS), administers MCSTOPPP through a Joint Exercise of Powers Agreement. The County BOS adopts MCSTOPPP's annual budget each June, after the budget is reviewed and recommended to the Flood Control District BOS by the MGSA Board.

Fiscal Year 17-18 was the fifth year of a five-year permit term for the statewide Phase II stormwater permit. Until a new permit is issued, Marin's municipal permittees must continue to implement existing permit requirements. We had been anticipating reissuance in late 2019, but the state's reissuance schedule now projects an adoption hearing in Fall 2022 or Spring 2023.

The delay in reissuance has enabled MCSTOPPP to use existing staff and consultant resources to focus on engaging with the state regulators on drafting permit language for the next issuance, as well as to proceed with trash control planning projects to help inform local municipal implementation efforts.

When comparing the proposed FY 22-23 budget to the previous year the following should be noted:

Since at least 2014, MCSTOPPP staff have been communicating to municipal public works directors and city/town managers the need to budget for future capital improvement costs associated with mandated trash control requirements. Those capital investments are needed now. The proposed budget includes optional MCSTOPPP services to manage the initial design of some of these improvements.

Optional Permit Implementation Services – In 2021, the MGSA Board and the District Board of Supervisors approved revisions to the MCSTOPPP Joint Exercise of

Powers Agreement (JEPA). These revisions included the establishment of a mechanism for MCSTOPPP to provide additional services to one or more member agencies, outside of the baseline program administration and implementation services. These are termed “Optional Permit Implementation Services”. Details about all the budget categories can be found in the attached Exhibit B – Budget Category Definitions.

The proposed FY22-23 MCSTOPPP budget contains one such proposed Optional Permit Implementation Service – the Large Full Trash Capture Design Project. This project builds on the feasibility analysis performed in FY21-22 by providing engineering consultant services to advance feasible project locations to 30% engineering designs. Because not all member agencies have feasible large full trash capture projects, this project will only benefit a subset of MCSTOPPP members. By grouping the potential 15 design projects into one contract under MCSTOPPP, the member agencies benefit by sharing costs for project administration, overhead, consultant meetings, etc.

- **Professional Services** – The proposed FY 22-23 budget includes an increase in professional and consultant services. The increase is needed to support ongoing trash capture feasibility studies as well as needed technical and regulatory support for permit negotiations as well as research and assessment of pending TMDL requirements and regulatory programs. Despite the delay in permit reissuance, the mandated deadlines for compliance with trash control and mercury and PCB TMDL pollutant reductions approach in less than 8 years and MCSTOPPP member agencies are at risk of missing funding opportunities to help leverage implementation costs.
- **Staff Salaries** – Relatively little change over revised FY 21-22 budget. The slight increase is an anticipated step increase for one existing staff as well as a 2.5% cost of living adjustment included in FY 22-23. Staff salary costs include benefits and direct overhead.
- **Agency Contributions** – A proposed increase of \$100,000 (12.5%) in FY 22-23 proposed member agency contributions over FY 21-22. Ongoing regulatory negotiations as well as mandated progress toward trash capture milestones require increased consultant support and overall MCSTOPPP budget increases. Increases in expenditures now will position member agencies for outside agency funding through cooperative agreements and grant opportunities.
- **Reserve Funds** – The reserve fund has a larger than anticipated balance due mostly to delays at the state level on regulatory development and permit reissuance. The proposed FY 22-23 budget includes the use of about 38% of these funds while still maintaining a robust operating reserve to allow for unanticipated permit compliance or grant-related costs. This will allow for MCSTOPPP to keep increases to member agency contributions more even over the next two-to-three years to meet anticipated programmatic and regulatory demands.

The proposed budget includes a contribution from MCSTOPPP member agencies of \$900,000. This contribution is supplemented by over \$183,000 in MCSTOPPP reserve funds to balance the proposed \$1,086,640 in projected expenses. The use of reserve funds beyond those proposed for use to balance the FY 22-23 budget would only be appropriated into the MCSTOPPP budget by the Flood Control District Board after MCSTOPPP receives a recommendation from the MGSA Board.

Exhibit C below lists the individual MCSTOPPP contribution amounts by agency for the proposed FY 22-23 MCSTOPPP budget.

MCSTOPPP staff will notify Marin's finance directors of the MCSTOPPP municipal contribution amounts upon receiving a recommendation from the MGSA Board. MCSTOPPP may also communicate information about the fiscal impacts and timing of future requirements in this notification.

Table 1 summarizes the proposed FY 22-23 budget and the FY 21-22 adopted budget and projected actuals. The budget detail is available in Exhibit A below.

MCSTOPPP Revenues, Expenditures and Fund Balances	FY21-22 Approved Budget	FY21-22 Projected Actuals	FY22-23 Proposed Budget
Revenues			
Interest	\$ 6,500	\$ 4,000	\$ 3,000
Total Contribution to MCSTOPPP	\$ 800,000	\$ 800,000	\$ 900,000
Grant Revenue	\$ 685,000	\$ 5,360	\$ 679,640
Optional Permit Implementation Services	\$ -	\$ -	\$ 225,000
Total Revenues	\$ 1,491,500	\$ 809,360	\$ 1,807,640
Expenditures			
MCSTOPPP Fully Weighted Staff Salaries including indirect County overhead (A87)	\$ 576,330	\$ 567,330	\$ 595,100
Professional Services	\$ 266,500	\$ 260,000	\$ 365,000
Memberships and Regional Projects	\$ 95,000	\$ 85,000	\$ 92,000
Miscellaneous Expenses	\$ 20,000	\$ 9,000	\$ 22,625
Grant Expenditures	\$ 685,000	\$ 5,360	\$ 679,640
Optional Permit Implementation Service Expenses	\$ -	\$ -	\$ 225,000
Total Fiscal Year Expenditures	\$ 1,642,830	\$ 926,690	\$ 1,979,365
Net Operating Budget			
Reserve needed to balance budget	\$ (163,035)	\$ (129,035)	\$ (183,781)
Ending Fund Balance			
Total Available Reserve (Unrestricted Fund Balance)	\$ 263,879	\$ 384,389	\$ 200,608

*The reserve amounts shown for the current and proposed FY are based on best available information pending the final audit of MCSTOPPP's past FY financial statements.

Projected Program Needs Beyond FY 22-23

The Regional Water Quality Control Board (RWQCB) has communicated to MCSTOPPP and other Bay Area Phase II stormwater permittees that they will include additional requirements related to the TMDLs for Polychlorinated Biphenyls (PCBs) and Mercury into the next permit issuance. These requirements will include monitoring, reporting, source control as well as green infrastructure planning elements and will likely result in significant program cost increases over the course of the next 5-year permit term. The RWQCB has agreed to work with Phase II permittees to include these TMDL requirements into the statewide Phase II permit rather than requiring Marin municipalities to join the Phase I Municipal Regional Permit. Marin permittees should anticipate costs for stormwater compliance to increase beyond FY 22-23 to account for future TMDL and trash control requirements, including significant capital costs around design, installation and maintenance of trash capture and the integration of low impact development and green infrastructure into public projects.

Attachment E1

MCSTOPPP will continue to follow the reserve recommendations of the MGSA Board and MCSTOPPP Budget Subcommittee to maintain at least a 5% operating reserve. This reserve funding will not be appropriated into the annual MCSTOPPP budget unless through recommendation from the MGSA Board to the Flood Control District BOS.

Attachment: Exhibit A - Proposed FY 22-23 MCSTOPPP Budget

Exhibit B – Budget Category Definitions

Exhibit C – Proposed MCSTOPPP municipal contribution amounts by agency

C (by email): Rosemarie Gaglione, Director of Marin County Public Works
Berenice Davidson, Assistant Director of Marin County Public Works
Michael Frank, Executive Director, Marin General Services Authority
Marin Public Works Association
Municipal Stormwater Coordinators

Exhibit A
 Proposed FY 22-23 MCSTOPPP Budget
 FY21-22 Projected Actuals
 FY 20-21 Actuals

	A	B	C	D		
MCSTOPPP Revenues, Expenditures, and Fund Balances	FY20-21 Approved Budget	FY20-21 Actuals	FY21-22 Approved Budget	FY21-22 Projected Actuals	FY22-23 Proposed Budget	
Beginning Fund Balance						
Total Beginning Fund Balance - (start of FY balance)*	\$551,174	\$512,705	\$426,914	\$513,424	\$384,389	
<i>Operating Reserve (Maintain @ >5% of FY budgeted expenditures)</i>	\$45,842	\$40,167	\$48,477	\$46,652	\$54,339	5% Operating Reserve
Revenues						
Interest	\$6,500	\$4,052	\$6,500	\$4,000	\$3,000	
Baseline Program Revenues and Contribution to MCSTOPPP (Appropriate into the budget)	\$800,000	\$800,000	\$800,000	\$800,000	\$900,000	← Total Baseline Contribution For Budget Appropriation
GRANT - EPA WQ Improvement Fund - MCSTOPPP Pollution Control Infrastructure Proj.			\$685,000	\$5,360	\$679,640	
Miscellaneous Revenue (partners, grants, events)	\$0	\$0	\$0	\$0	\$0	
Optional Program Services * *(See attached for participating agencies and cost share)					\$225,000	← Optional Program Services
Total Revenues including grants	\$806,500	\$804,052	\$1,491,500	\$809,360	\$1,807,640	
Expenditures						
MCSTOPPP Labor (full cost) • Plan for FY 22-23: 75% Program Administrator, 95% Engineering Assistant, 2x 50% Engineering Technician IIIs, 5% GIS Specialist, 5% Sr. Planner • Estimated County costs for taxes and benefits: 52.9% • County DPW indirect overhead: supplies, support, phone, office space, computer leases, maintenance, and administration: 17.61% • Cost of Living Adjustment (FY23): 2.5%	\$575,067	\$486,084	\$576,330	\$567,330	\$595,100	← Labor
Indirect County Overhead (A87 charges)	\$11,364	\$11,346	\$11,705	\$11,705	\$12,056	← Indirect County Overhead
Professional Services • Consultant assistance: technical, regulatory, & grant assistance; outreach and advertising campaigns • Reporting and training • Environmental Education (STRAW) • Pesticide reduction outreach (Our Water Our World) • Marin Stormwater Resource Plan • Administrative (financial audit, organizational assessment)	\$215,400	\$215,400	\$266,500	\$260,000	\$365,000	← Professional Services

Expenditures (continued)						
Memberships and Regional Projects						
<ul style="list-style-type: none"> San Francisco Bay Regional Monitoring Program (SFEI) Bay Area Stormwater Management Agencies Association (BASMAA) (dues and regional projects) North Bay Watershed Association (NBWA) California Stormwater Quality Association (CASQA) 						
	\$95,000	\$78,205	\$95,000	\$85,000	\$92,000	← Memberships, Regional Projects, Collaboration
Miscellaneous Expenses						
<ul style="list-style-type: none"> Supplies, services, office, prof. dev't., travel, computer, printing 						
	\$20,000	\$12,297	\$20,000	\$9,000	\$22,625	← All Misc. Expenses
	<i>Mobile Devices</i>	<i>\$1,000.00</i>	<i>\$1,000.00</i>	<i>\$1,000.00</i>	<i>\$1,000.00</i>	
	<i>MiscEX-BGT Miscellaneous Services -</i>	<i>\$5,000.00</i>	<i>\$3,000.00</i>	<i>\$5,000.00</i>	<i>\$2,000.00</i>	<i>\$6,575.00</i>
	<i>Office expense (supplies)</i>	<i>\$1,000.00</i>	<i>\$300.00</i>	<i>\$1,000.00</i>	<i>\$500.00</i>	<i>\$1,000.00</i>
	<i>Printing (outreach, workshops)</i>	<i>\$4,000.00</i>	<i>\$3,633.99</i>	<i>\$4,000.00</i>	<i>\$1,000.00</i>	<i>\$4,000.00</i>
	<i>Print binding</i>					
	<i>Equipment - Copier/printer/scanner rental</i>	<i>\$2,000.00</i>	<i>\$1,975.87</i>	<i>\$2,000.00</i>	<i>\$2,000.00</i>	<i>\$2,000.00</i>
	<i>Minor Equipment</i>	<i>\$2,000.00</i>	<i>\$0.00</i>	<i>\$2,000.00</i>	<i>\$500.00</i>	<i>\$2,000.00</i>
	<i>EDU TRN - Professional Development</i>	<i>\$2,500.00</i>	<i>\$2,387.50</i>	<i>\$2,500.00</i>	<i>\$2,000.00</i>	<i>\$2,500.00</i>
	<i>Transportation & Travel</i>	<i>\$2,000.00</i>	<i>\$0.00</i>	<i>\$2,000.00</i>	<i>\$0.00</i>	<i>\$2,950.00</i>
	<i>Computer lease charge</i>	<i>\$500.00</i>	<i>\$0.00</i>	<i>\$500.00</i>	<i>\$0.00</i>	<i>\$600.00</i>
Expenditures Subtotal (excluding grants and Optional Program Services)	\$916,831	\$803,333	\$969,535	\$933,035	\$1,086,781	
Grant Expenditures:						
- EPA WQ Improvement Fund Grant (2019-2024)			\$685,000	\$5,360	\$679,640	← Grants
Optional Program Services Expenditures*					\$225,000	← Optional Program Services
*(See attached for participating agencies and cost share)						
Total Expenditures (INCLUDING grants and Optional Program Services)	\$916,831	\$803,333	\$1,654,535	\$938,395	\$1,991,421	
Balance - (Baseline Revenue - Baseline Program Costs)						
Revenues (Baseline Program Contribution to MCSTOPPP + interest)	\$806,500	\$804,052	\$806,500	\$804,000	\$903,000	
Expenditures (Baseline Program Admin and Implementation Services)	\$916,831	\$803,333	\$969,535	\$933,035	\$1,086,781	
Reserve Fund Impact (amount used to balance budget as planned/authorized)	-\$110,331	\$719	-\$163,035	-\$129,035	-\$183,781	← Reserve to balance budget
Reserve Fund Balance (estimated for FY 20-21 and FY 21-22)						
Total Beginning Fund Balance - (start of FY balance)*(same as Row 5)	\$551,174	\$512,705	\$426,914	\$513,424	\$384,389	
Reserve used to balance FY budget (as planned/authorized)	-\$110,331	\$719	-\$163,035	-\$129,035	-\$183,781	← Reserve to balance budget
Total Ending Fund Balance	\$440,843	\$513,424	\$263,879	\$384,389	\$200,608	← Reserve Fund End Balance

*The reserve amounts shown for the current and proposed FY are based on best available information pending the final audit of MCSTOPPP's past FY financial statements.

Exhibit B
MCSTOPPP Budget Category Definitions
<p>MCSTOPPP Labor: Program staff are employees of the County of Marin Department of Public Works. MCSTOPPP Labor line item includes the direct salary and benefits costs in addition to DPW indirect overhead.</p> <ul style="list-style-type: none"> • Estimated costs for Taxes and Benefits is +53.8% for FY20-21. • Public Works Departmental Indirect Overhead* is 18.62% for FY20-21 and includes departmental overhead for support staff, supplies, phone systems, office space, support computers, maintenance and administration. <p>*This category <u>does not include</u> A87 Indirect Cost Allocation budgeted amount for current FY, see separate 'Marin County A87 Indirect Cost Allocation' category in detail.</p>
<p>Professional Services: Includes both Professional and Trade Services as applicable. Professional Services include technical, environmental, engineering, financial consultants as well as many other special services. Trade Services include services of tradespersons and some maintenance and monitoring work.</p>
<p>Memberships, Regional Projects, Collaboration: MCSTOPPP participation in and support for regional or statewide programs and associations that advance collaborative efficiencies in program implementation or policy.</p>
<p>Miscellaneous Expenses: Direct, itemized programmatic expenses for supplies and services, including: office supplies, communication, web services, travel, printing, copier, computers, licenses and equipment.</p>
<p>Marin County A87 Indirect Cost Allocation: Costs include A87 Indirect Cost Allocation charges from the County Department of Finance. MCSTOPPP is charged a negotiated overhead cost in accordance with the County's Fiscal Policy and as allowed by the federal Office of Management and Budget (OMB) Circular 2 CFR Part 200. This cost is in addition to the direct charges for staff labor, professional services, utilities and construction trade services. The State Controller's Office formally reviews and approves the Countywide Cost Allocation Plan for indirect costs from sixteen categories such as accounting, legal counsel, payroll, collections and employee relations (HR) and the following specific services:</p> <ul style="list-style-type: none"> • County Counsel • Risk Management • Department of Finance • Information Systems & Technology • County Management and Budget • Building Maintenance • Printing Services • County Garage • Landscape Maintenance

Reserve Funds:

The unallocated MCSTOPPP fund balance. MCSTOPPP will maintain at least a 5% operating reserve in each annual budget to allow for operational flexibility. Reserve funds will not be appropriated into the annual MCSTOPPP budget unless through recommendation from the MGSA Board to the Flood Control District Board of Supervisors.

Baseline Cost - Program Administration and Implementation Services:

The financial contribution by MCSTOPPP member agencies to cover the services shared by all member agencies, constituting a baseline annual program cost.

Municipal shares of the total contribution are calculated using a weighted formula using population for the County's share and both population and area for the cities' and towns' share.

County Share = Population of unincorporated Marin County/Total population of Marin County

Each City/Town Share = [1-County Share] * [[0.5(Area)/Sum of City Areas] + [0.5(Population)/Sum of City Populations]]

Optional Permit Implementation Services:

As provided in the MCSTOPPP JEP A (rev. 2021), a member agency may request MCSTOPPP to provide further services beyond the baseline Program Administration and Implementation Services. These Optional Permit Implementation Services would benefit one or more member agencies.

The cost for such services would be an additional cost beyond the baseline program cost and would be borne by those member agencies requesting such services.

The cost shall be allocated to participating member agencies according to the type of service (e.g. on a direct cost-recovery basis or in accordance with a land and population pro rata used for the baseline program costs – except that shares shall be calculated including only the populations and areas of the member agencies participating in the Optional Permit Implementation Services).

Total Contribution:

The annual fee for each member agency shall be based on the annual Program Administration and Implementation Services cost plus the proportional share of any Optional Permit Implementation Services requested by the member agency.

Municipality	AREA (sq. mi.)	*Current Population	22-23 SHARE	Prior Year FY 21-22 Contributions	FY 2022-2023 Proposed Contributions for Program	
					Administration and Implementation	Change from FY 21-22
Belvedere	0.49	2,066	0.007	\$5,365.10	\$5,990.01	\$624.91
Corte Madera	3.9	10,029	0.041	\$32,286.93	\$36,477.38	\$4,190.44
Fairfax	2.7	7,498	0.029	\$22,961.32	\$26,222.17	\$3,260.86
Larkspur	3.05	12,194	0.040	\$31,910.80	\$36,122.45	\$4,211.65
Mill Valley	4.67	14,550	0.053	\$42,592.25	\$48,115.03	\$5,522.78
Novato	27	53,486	0.250	\$198,500.29	\$224,699.31	\$26,199.02
Ross	1.4	2,547	0.013	\$9,932.91	\$11,255.94	\$1,323.02
San Anselmo	2.5	12,689	0.038	\$30,317.80	\$34,311.38	\$3,993.58
San Rafael	17.3	59,016	0.208	\$166,136.49	\$187,172.32	\$21,035.83
Sausalito	2.2	7,355	0.026	\$20,585.05	\$23,540.53	\$2,955.49
Tiburon	3.3	9,456	0.036	\$28,825.67	\$32,558.68	\$3,733.01
County of Marin	94.19	66,888	0.259	\$210,585.40	\$233,534.80	\$22,949.40
Total	162.7	257,774	1	\$800,000.00	\$900,000.00	\$100,000

city areas:

68.51

*Population figures based on most recent (1/1/2021) State Department of Finance estimates (2010 Census Benchmark).

Follow link (accessed 11-23-21):

<http://www.dof.ca.gov/Forecasting/Demographics/Estimates/E-1/>

Formula for Calculating Contributions to MCSTOPPP

$$\text{County Share} = \frac{\text{Population of unincorporated areas within Marin County}}{\text{Total population within Marin County}}$$

$$\text{Each City/Town Share} = \frac{(1.00 - \text{County Share}) \cdot 0.5(\text{Area}) + 0.5(\text{Population})}{\sum \text{City Areas} \quad \sum \text{City Population}}$$

The "Alameda Formula" was selected as the simplest method of allocation for determining each municipality's contribution to MCSTOPPP. This formula was recommended to Marin's City Managers who approved its use in 1992. It has worked well in Alameda County and is easy to use. The County's share is calculated solely on the basis of population. A weighted formula using population and area is



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San Rafael, CA 94901
415.446.4428
maringsa.com

**MARIN GENERAL SERVICES AUTHORITY
FY 2022-23 MCSTOPPP BUDGET
RESOLUTION 2022 - 02**

WHEREAS, the staff of the Marin County Stormwater Pollution Prevention Program (MCSTOPPP) has prepared a draft FY 2022-23 Budget; and

WHEREAS, the MGSA Board of Directors has the responsibility to review and recommend approval of the budget to the Marin County Board of Supervisors; and

WHEREAS, on January 13, 2022 the MCSTOPPP staff presented and the MGSA Board reviewed and discussed the FY 2022-23 Budget.

NOW THEREFORE, BE IT RESOLVED, that the MGSA Board of Directors recommends to the Marin County Board of Supervisors approval of the FY 2022-23 MCSTOPPP Budget as presented to the MGSA Board of Directors and as summarized on Exhibit A.

Adopted this 13th day of January 2022.

Ayes: Alilovich, Blunk, Chanis, McGill, Middleton, Nicholson, Zadnik

Noes: Alilovich, Blunk, Chanis, McGill, Middleton, Nicholson, Zadnik

Absent: Alilovich, Blunk, Chanis, McGill, Middleton, Nicholson, Zadnik

Greg Chanis
President, MGSA Board of Directors

Attested By:

Michael S. Frank
Executive Officer

Exhibit A
MCSTOPPP FY 2022-23
Budget Summary

Description	Proposed FY 2022-23 MCSTOPPP Budget
Est Beginning Fund Balance	384,389
Expenses	
Salaries and benefits	595,100
Services and supplies	479,625
County Indirect overhead	12,056
Grant	679,640
Optional Program Services	225,000
Total Expenses	1,991,421
Revenues	
Municipal contribution	900,000
Miscellaneous revenue and interest	3,000
Grant	679,640
Optional Program Services	225,000
Total Revenues	\$1,807,640
MCSTOPPP reserve needed to fund expenses	(183,781)
Ending Fund Balance	\$200,608

MEMORANDUM

DATE: January 13, 2022

TO: MGSA Board of Directors

FROM: Michael Frank, Executive Officer

SUBJECT: MGSA Board Appointments to the Community Media Center of Marin (CMCM) Board of Directors

Recommendation:

By motion, appoint Chris Zapata, City Manager of Sausalito and Barbara Coler, Councilmember of Fairfax to the CMCM Board of Directors for one-year terms or until replaced.

Background:

The MGSA Cable Television Franchise and Public, Educational, and Government Access Program (CATV) began on July 1, 2020, when MGSA took over program responsibilities and obligations from the now dissolved Marin Telecommunications Agency (MTA).

CATV's primary obligations include collecting franchise fees and public, educational, and government access fees ("PEG fees") from cable providers in Marin County, distributing franchise fees to its member agencies, and overseeing its contract with the Community Media Center of Marin (CMCM, the "designated PEG access provider"), which administers the community, educational, and governmental cable channels as well as community media programs and classes.

The MGSA Board appoints two members to the CMCM Board: the first recommended by the Marin Managers' Association (MMA); and the second recommended by CMCM based on interest by Marin's elected Supervisors and Councilmembers.

Barbara Coler, Fairfax Councilmember and San Rafael City Manager Jim Schutz are the current appointed CMCM Board Members. The MMA has put forward Chris Zapata, Sausalito's City Manager for appointment. Ms. Coler has expressed an interest in continuing in her role.

MEMORANDUM

DATE: January 13, 2022

TO: MGSA Board of Directors

FROM: Michael S. Frank, Executive Officer

SUBJECT: Community Media Center of Marin (CMCM) Annual Report Transmittal

Recommendation

Receive the CMCM Annual Report for July 2020 – June 30, 2021.

Discussion

The Marin Telecommunications Agency (MTA) and CMCM entered into an [amended agreement](#) January 23, 2020 whereby the MTA designated the CMCM to continue to serve as the Dedicated Access Provider (DAP) to manage the Media Center and provide PEG access programming and services pursuant to the terms of the new DAP Agreement.

After the dissolution of MTA on June 30, 2020, MGSA took over that agreement. The agreement requires the CMCM to provide an Annual Report at a regular meeting in the second or third quarters of the fiscal year, e.g., between September 1 and March 31.

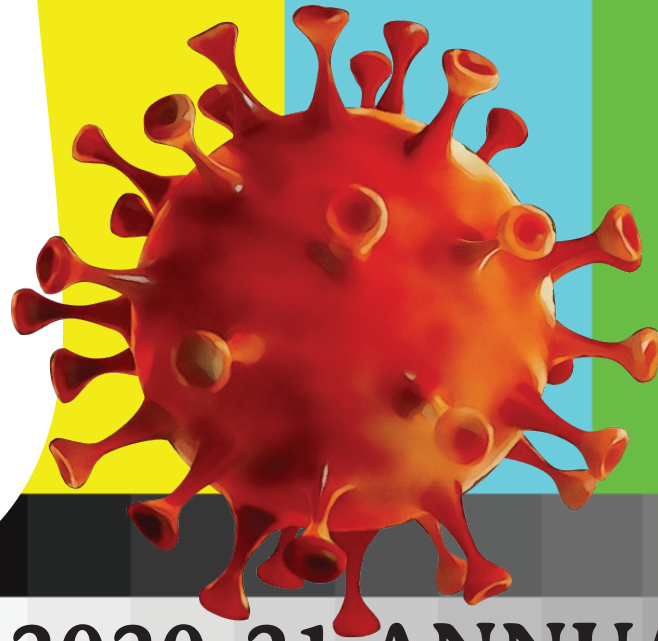
This report is a retrospective view of the CMCM activities for July 2020 through June 2021, representing the CMCM's twelfth full year of operation. The information required to be in the Annual Report and related documents per the DAP Agreement is identified below. The 2020-2021 Annual Report is attached.

Michael Eisenmenger, Executive Director of the CMCM will be available to answer any questions that the Board might have. The annual report and other materials provide information about the many aspects of the CMCM's work and describes the extent of their activity within the Marin community. The DAP Agreement identifies that annual information provided should include:

- Statistics on programming and services provided and the number and types of persons using the PEG access facilities.
- Current and complete listing of CMCM’s Board of Directors and employees, including a description of each employee’s functions.
- Every two years, year-end financial statements audited and reviewed by a certified public accountant along with the management letter prepared by the accountant. In alternate years, year-end financial statements which may be unaudited.
- Actual year-end revenues, and actual year-end operating and capital equipment and facilities expenses, as compared to the budget submitted with the Annual Plan or the budget as later revised and approved by CMCM.
- A summary of outreach and promotional efforts to the community and fundraising efforts.
- A summary of feedback received from viewers, programmers, or others in the community.
- A current inventory of equipment used to provide PEG programming (including a description of the ownership, date of acquisition and useful life).
- Most recent state and federal tax filings.
- A summary of any pending litigation.
- A summary of expenditures by category under the Capital Plan.
- Such other information as may be reasonably requested by the MGSA.

Attachments

- Attach G1 – CMCM Annual Report for FY 2020-21



2020-21 ANNUAL REPORT





CONTENTS

Community Media Center of Marin Annual Report July 1, 2020 – June 30, 2021

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2	Introduction
3	CMCM Membership and Hours of Operation
4	Certification and Training
6	Equipment and Facility Usage
7	Statistics on Programming
17	Outreach and Publicity Summary
18	Financials
20	CMCM Board and Staff
21	Supporters



INTRODUCTION

November 2021

We are pleased to submit the twelfth annual report for the Community Media Center of Marin for the period July 1, 2020 - June 30, 2021. This report represents the 12th year of the organization and the tenth full year of operations for the Community Media Center and Marin TV PEG channels. We went on the air June 15, 2009 and opened the Community Media Center to the public on June 30 of that same year.

Fiscal year 2020/21 was unique to say the least. We began the year with the media center already having been closed to the public for three months due to the pandemic. That closure that would continue all year, until June 15, 2021, over 15 months in total. We weren't alone of course, libraries, community centers, schools and many businesses suffered the same fate. Like many, we moved many of our services online when possible, began curbside service for some equipment usage and even offered classes outdoors when appropriate (and weather permitting). At this writing, the media center is fully open but operating at limited capacity with a mask mandate.

Certainly every non-profit and business have suffered under Covid and while CMCM is no different, we have come out of this without serious harm. Loss of earned income has been supplemented with relief funds and PEG fees fortunately remained at normal levels. As a result CMCM wasn't forced to dip into reserve funds to survive this long sleep. Most importantly, our staff remained healthy though families were struck with Covid tragedies. All in all, CMCM remains a healthy organization that is eager to get back to 100% once health and safety conditions allow a return to normal.

Sincerely,



Michael Eisenmenger
Executive Director

Note: Sadly this is our least visual annual report ever. With the center closed for the majority of the year, photo opportunities nonexistent.

THE MEDIA CENTER

CMCM Membership (*background*)

CMCM was formed as a membership organization with five member-elected board positions. CMCM holds the annual member meeting and elections for open positions in October.

CMCM annual membership costs continue at a \$35 membership fee for individuals and \$25 for students/seniors. Organizational memberships are also available. Membership enables residents to take courses (for modest fees) and when certified, use the equipment for free. Information and forms are available on the website for individuals and organizations interested in memberships.

Residents typically become members to utilize the center's services and equipment. We also offer opportunities for those wishing to support the work of CMCM as supporting members. The center hosts far more individuals and groups than just the active membership as the gallery and center is always open to the public.

2010-21 CMCM Membership

The pandemic kept the media center closed to our members for 50 weeks of the 20/21 fiscal year (we partially reopened June 15, 2021). Like many non-profits we took a hit on membership levels despite moving some workshops to an online format. But, hands-on equipment training and access to studio and editing was not possible given County and State health protocols.

CMCM Membership Totals

(July 1, 2020 through June 30, 2021)

Individual Members: 166

Student/Senior Members: 23/21

Organizational Members: 7

Total Membership for year: 217*

** Total membership reflects the annual total over the year.*

Hours of Operation

Pre-pandemic CMCM was open to the public Tuesday through Thursday 2:00–9:00 PM, Friday and Saturday 11:00 AM–6:00 PM. After a mandatory closure, we returned to our normal schedule on June 15, 2021.

217 members from all over Marin County

Individual Member Breakdown by City:

Belvedere	1	Novato	31
Bolinas	1	Point Reyes	1
Corte Madera	13	Ross	1
Fairfax	21	San Anselmo	8
Forest Knolls	3	San Geronimo	1
Greenbrae	3	San Rafael	59
Kentfield	3	Sausalito	19
Larkspur	14	Sebastopol	1
Marin City	1	Tiburon	3
Mill Valley	32	Woodacre	1



TRAINING

CMCM Certification and Training (background)

Marin residents who would like to participate in the creation of community media programming first attend a free monthly orientation at CMCM. If a resident decides to move forward, they can secure a membership and begin taking workshops toward equipment certification. Once certified in an area of expertise, they can freely reserve equipment for field use, editing time and studio time. Equipment reservations are made online via our website.

Training is intended to provide a basic working knowledge of the equipment at hand to get new producers started. Advanced and specialty courses are also offered to those wishing to further their knowledge and experience. Members with previous experience can opt to test out of full courses with a special orientation to determine proficiency and brief them on procedures.

CMCM also offers non-member courses for residents wishing to learn production techniques without using the center's equipment.

2020/21 Core Workshops

Our Basic Core/Foundation courses, which are offered regularly, include:

Orientation (free): A 90-minute overview of CMCM and our basic services and offerings and a tour of the facility. Attendees are provided with a member handbook of policies and procedures that are reviewed in the orientation. *These were offered online via Zoom.*

Basic Field Camera Production

(\$105): A three-session course (9 hours). Learn basic shooting, audio recording, and production skills to create quality programs. *Camera classes were held outdoors, weather permitting*

and later indoors with reduced enrollments and mask requirements.

Intro Final Cut Pro X or Davinci Resolve

(\$105): A three-session (9 hours) hands-on course that teaches students how to perform basic editing functions using the Final Cut Pro user interface. *Offered online via Zoom until June 15 when reduced size classes could be held at the center.*

Basic Studio Production

(\$140): A four-session course (12 hours) in studio production covering all aspects of the Marin TV studio. *Not offered until June 15 when reduced size classes could be held at the center.*

Advanced and Special Courses

Due to the inability to offer hands-on advanced courses our normal offerings were suspended. We were able to continue our "Ask the Experts" workshops as online courses. In addition there other instructional online workshops for scripting, lighting, camera framing and using Zoom,



CMCM's popular series of master classes are back via Zoom with media-related topics presented by experts in their field. Free for all.

Attachment G1

Finding the Humor in Life | Thursday, April 22 7:00 - 8:30 PM:

The first stand-up comedian to perform virtually online, Natasha Vinik knows a thing or two about being funny. Let her share her point of view — and valuable pointers — about how to find levity in your life — especially during challenging times.

Journey of the Independent Author | Thursday, April 29 7:00 - 8:30 PM:

Thinking about self-publishing your memoir? In practical detail, memoir author Wendy Menara explains the creative and business processes she experienced launching her first book, and shares the steps she took to land a spot on Kirkus Reviews Best Indie Books 2020..

WisdomVR Project | Thursday, May 6 7:00 - 8:30 PM:

Join founders Gary Yost and Adam Loftin in a discussion of immersive media and VR documentaries in the context of their recent VR experience "Inside COVID19" as they cut through the chaos of 2020 and dive deep in the story of how SARS-CoV-2 hijacked our culture and our bodies.


Create Your Logo | Thursday, May 13 7:00 - 8:30 PM:

Emmy Award-winning graphic designer and art director Maria-Tina Karamanlakis guides participants in the research, planning, and sketching of ideas for a logo that will evolve into an authentic reflection of your brand.

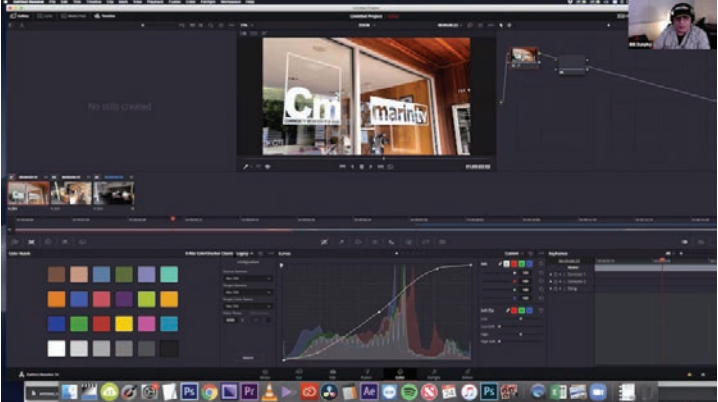
Why Do You Ask? | Thursday, May 20 7:00 - 8:30 PM:

As an award-winning network television publicist and senior writer/editor for ABC.com and Oscar.com, Jill Lessard received high praise for her interviews with major Hollywood talent. Benefit from the lessons she learned over two decades!

The Key Light



- main light in the setup, provides bulk of the illumination on your subject
- placed at 45 degrees to the subject's right or left and about 45 degrees above, aimed at the face.
- strong shadows and a good tonal range




COMMUNITY MEDIA CENTER OF MARIN

THEN WHAT IS AN ALTERNATIVE TO COPYRIGHT?



- ▶ Creative Commons has become the most viable alternative in recent years specifically geared toward sharing. Prior to CC, many works just indicated no copyright or used 'copyleft' which also implied sharing is acceptable.
- ▶ Creative Commons uses self applied licenses to designate what level of protection applies, i.e. what type of sharing is permissible by the creator. CC licenses have been upheld in courts, but are not as easily enforceable as federally registered copyrights
- ▶ <https://creativecommons.org/>

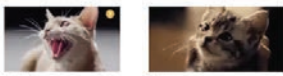
Take a few moments to...

- Get a camera or download a photography app (I recommend VSCO or Lightroom)
- Get some paper and a pencil

Using either a camera or phone, I will guide you through a process of visual storytelling. Your greatest asset is creative vision, not your equipment.

Why is Sound Important?

- + Completes the picture
- + Changes our understanding of image
- + Immerses the viewer or takes them out



Props to your Sound Op!

- + Even "silent" movies had music



40 courses offered for 52 attendees

Attachment G1

TRAINING

Training and Certification

Course	Classes offered	Attendance
Orientation	12 (1.5 hours)	94 registrations
Basic Field Camera	3 (3 sessions, 9 hours)	10 certifications
Final Cut / Da Vinci	5 (3 sessions, 9 hours)	9 certifications
Studio Production	0 (4 session, 12 hours)	0 certifications
Special Courses	5 (1 session)	71 attendees
Ask The Experts	5 (1 sessions)	93 attendees
Marin Movie Club	5 (film sessions)	52 attendees
Total	35 classes	329 Attendees

CMCM Equipment and Facility Usage

Marin residents who become CMCM members and pursue training to be certified in equipment usage can then reserve and check out equipment for free.

Equipment Available for Checkout:

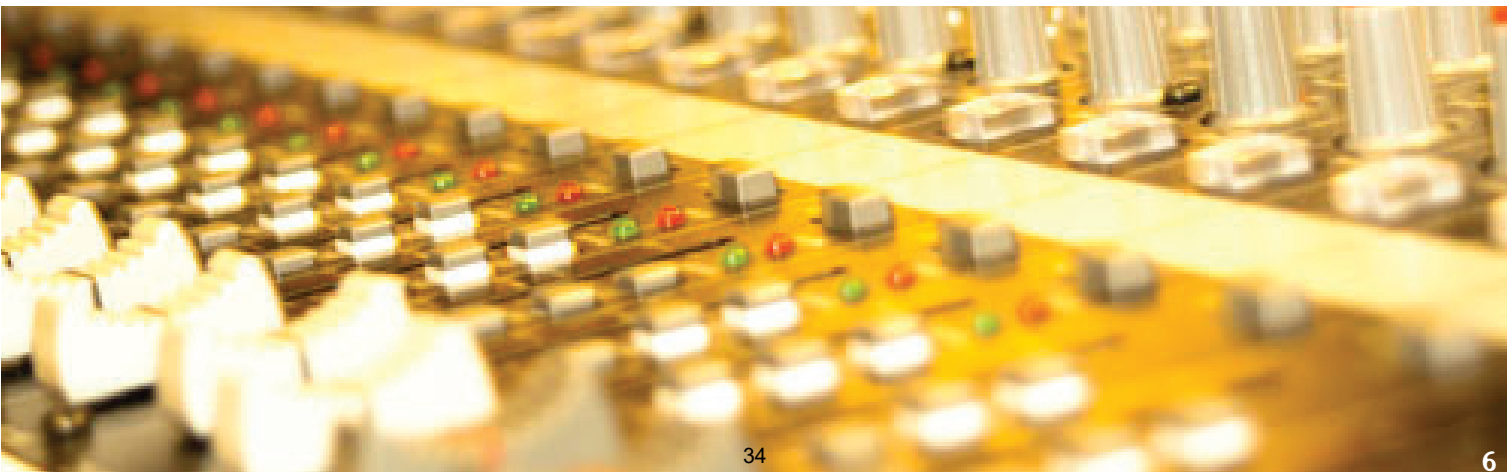
- 12 Sony X70 cameras with tripods, mics, batteries and flash recorders
- 8 wireless microphone systems
- 30 wired microphones, (lav, hand-held)
- 4 field lighting kits
- 2 BlackMagic ATEM switchers (studio in a box) with cables and peripheries

In-House Reserved Equipment:

- 12 Edit Computer Stations (iMacs)
- Full HD Production studio (4-camera robotic digital studio)
- Dub system (for transferring SVHS, Beta, U-matic, Hi8, DVCAM tapes to DVD or hard drive)
- Private Edit suite for use by two or more persons on a project.

Equipment Usage

Type	# Reservations	# Hours	
Field Camera Kit	16	128	<i>Curbside pickup only</i>
Editing Reservations	14	42	<i>June 15-13, 2021</i>
Studio Reservations	2	6	<i>Studio closed</i>
Switcher Checkouts	0	0	





Programming Statistics (background)

CMCM operates Community Channel 26, Government Channel 27, and Education Channel 30 (launched in July 2010). The channels are promoted together as Marin TV. The following statistics detail programming information from July 1, 2019 to June 30th 2020. Currently the channels are available on Comcast, the AT&T U-verse system and streamed live on the internet at www.marintv.org

Scheduling Procedures

CMCM schedules the Community Channel quarterly, that is, we solicit applications and set programming times for regular series on a quarterly basis. Only Marin County residents may submit programming or request that other programming be aired. Regular series producers are sent renewal forms quarterly to renew their series and at that time may select their desired days and playback times. When scheduling, CMCM attempts to honor those requests if there are no pre-existing conflicts, but may also shift programming to days when related programming is also scheduled. CMCM is required to air every program submitted to the channel provided it does not violate programming policies, but the scheduling and frequency of the programming is determined by CMCM policies as set forth in the Member Handbook. All programs (except those containing adult content) will air twice, once in their scheduled evening time slot (if requested) and again in a scheduled afternoon time slot.

Programming Types

Programming is scheduled according to frequency. CMCM currently allows for daily, weekly, biweekly, and monthly series programs (daily programs must have new content daily). CMCM also accepts ‘specials,’ which are commonly ‘one-off’ programs of special events, short films, etc. While we accept any ‘length’ for a programming submission, those

under 60 minutes are easiest to schedule during the more desirable evening hours of 7:00 – 11:00 pm. Programming of particular local interest (local issues and events) may also be retained and used as repeated ‘fill’ programming when no other programming is regularly scheduled. CMCM attempts to schedule all programming when it is timely and special submissions usually air the same week they are submitted.

Daily program schedules for all the Marin TV channels appear on air between programs and are available for the coming week on the **web-site**. CMCM also provides data on a weekly basis to Comcast vendors to carry the program schedules on that systems’s cable program guide.

Time	Program Name
11:00	Youth Defending Youth
11:45	Canal Welcome Center
12:00	Community Announcements
01:00	Sounding Board
01:30	Marin Women's Hall of Fame
02:00	Marin Voices & Views
02:30	Making a Difference in Marin
03:00	25 Years After Chernobyl
	Mosaic
	Democracy Now!

Program grids are online and on the Comcast guide

Utilization of Channel Time

CMCM schedules the Community, Government and Education Channels 24 hours a day, seven days a week. When no regular programs are scheduled, the channel has run educational programming from FSTV, UCTV, NASA TV or the Community Calendar.

There were 4452 programs/series for 8705 hours of community programming

Attachment G1

COMMUNITY CHANNEL 26

The Community Channel (26) through June 30, 2021

With content that ranges from local events, films and documentaries, cooking, gardening, music, the arts, news and public affairs, the Community Channel cablecasts the widest variety of local programming specific to Marin County interests. There were 58 regular program series (weekly, biweekly or monthly) submitted or produced by local Marin residents. In addition, there were 1420 special programs scheduled on the channel. A breakdown of program categories is below. *During the pandemic CMCM members submitted programming electronically since public access to the center was unavailable. Most series continued, albeit under different production circumstances. Staff also located external series of local relevance in an effort to keep fresh content on the channels.*

Arts		Documentary	
Total Episodes:	384	Total Episodes:	545
Total Airdates:	3675	Total Airdates:	2345
Educational		International	
Total Episodes:	420	Total Episodes:	56
Total Airdates :	11179	Total Airdates:	173
News/Public Affairs		Seniors	
Total Episodes:	406	Total Episodes:	24
Total Airdates:	1594	Total Airdates:	143
Inspirational/Religious		Comedy	
Total Episodes:	135	Total Episodes:	140
Total Airdates:	355	Total Airdates:	690
Spiritual/Lifestyle		LGBT	
Total Episodes:	208	Total Episodes:	34
Total Airdates:	543	Total Airdates:	49
Health		Performing Arts	
Total Episodes:	249	Total Episodes:	86
Total Airdates:	1188	Total Airdates:	190
Children/Youth		Sports	
Total Episodes:	35	Total Episodes:	17
Total Airdates:	178	Total Airdates:	155
Entertainment		PSAs	
Total Episodes:	365	Total Episodes:	152
Total Airdates:	1514	Total Airdates:	21836
Political		Community	
Total Episodes:	155	Total Episodes:	714
Total Airdates:	468	Total Airdates:	5970
Music		Cultural	
Total Episodes:	101	Total Episodes:	43
Total Airdates:	497	Total Airdates:	182

Though closed for general usage to the public during the pandemic, CMCM did make the staff and studio available for use by governmental agencies working on important public health and safety programs.



One of several Congressman Jared Huffman Town Halls originating live from the CMCM studio



FireSafe Marin began a monthly fire prevention series from the CMCM studio.

There were 664 programs/series for 7997 hours of government programming

Attachment G1

GOVERNMENT CHANNEL 27

The Government Channel (27) through June 30, 2021

There were 664 Programs/Series for 7997 hours of programming on the Government Channel. Programs are cablecast live from the Civic Center, San Rafael, Mill Valley, Sausalito, San Anselmo, Fairfax, Novato and Larkspur with scheduled repeats in the subsequent days/weeks. The Center also airs the meetings of San Rafael, Corte Madera, Marin Clean Energy, LAFCO, RVSD, MMWD and the Tam School Board. As the amount of Government Channel programming continues to accumulate, many live meetings spill over onto Channel 30 to accommodate as many as possible.

The Government Channel carries daily blocks of programming consisting of a rotation of Public Service Announcements (PSA), Emergency Preparedness videos and other short-form content. Dozens of Government PSAs were scheduled for a total 1760 airings over the course of the last fiscal year. Marin Cities and agencies are encouraged to submit video content anytime they have programming available.

Government program	# airings	Government program	# airings
San Rafael City Council	106	MCE Board Meeting	67
San Rafael Design Review Board	21	Fairfax Town Council	79
San Rafael Planning Commission	98	Fairfax Town Council - Special Meeting	80
Mill Valley City Council	50	Fairfax Planning Commission	41
Mill Valley Planning Commission	83	Fairfax Special Planning	8
Mill Valley Parks and Recreation	46	Corte Madera Town Council	105
Mill Valley Annual Meeting	1	Corte Madera Planning Commission	101
Marin LAFCO Board Meeting	49	Corte Madera Bicy/Ped Committee	28
San Anselmo Town Council	70	Corte Madera Flood Control Committee	14
San Anselmo Planning Commission	105	Corte Madera Park and Rec. Commission	68
Marin County Parks and Open Space	10	Sausalito City Council	126
Marin County Board of Supervisors	73	Sausalito Planning Commission	11
Marin County Planning Commission	40	Ross Valley Sanitary District Meeting	83
Marin County Transit District	65	Novato City Council	114
Transportation Authority of Marin	7	Novato Planning Commission	47
Congressman Jared Huffman	135	Larkspur City Council	115
Woodward Fire Press Conferences	75	CDC COVID-19 Promos	1760
FireSafe Marin	337	San Rafael Fire Dept Wildfire Safety	30

Immediately after the pandemic lockdown, Congressman Jared Huffman coordinated with CMCM to record Town Hall content from our studio. The County/cities we work with transition to virtual Zoom meetings and CMCM retooled equipment in our master control to continue live and recorded meeting carriage uninterrupted. We are currently completing new hybrid systems in council chambers so meetings in chamber can continue to have public interaction via Zoom. While very few public meetings were held in person last year, CMCM managed to ensure all the virtual meetings were cablecast either live or recorded so local residents continued to have access to important local government information

Attachment G1

*There were 1109 programs/series
for 8470 hours of educational programming*

EDUCATION CHANNEL 30

The Education Channel (30) Through June 30 2020

Through the 2020-2021 fiscal year, The Education Channel offerings were primarily consistent with the previous year. CMCM staff continued outreach to schools, universities, and non-profits to seek out additional educational programming. In addition to this local content, the channel also carries lecture courses from UC Berkeley, Yale, and Columbia Universities. The channel also features freely acquired content from UCTV, Pop Tech, INK-Talks, Khan Academy, TED Talks, Commonwealth Club and the National Gallery of Art.

The channel is additionally used for special programming featuring live specials, local conferences, symposiums, health-related programming and LWV Candidate Debates. Local institutions providing programming for the channel included Dominican University, (cont.)

Selected Educational Programming by Topic Area

Marin County Office of Education Total Episodes: 55 Total Airdates: 811	CDC - Covid PSA's Total Episodes: 32 Total Airdates: 4473
UCTV Total Episodes: 7 Total Airdates: 173	FireSafe Marin Total Episodes: 23 Total Airdates: 336
Ted Talks Total Episodes: 55 Total Airdates: 719	LWV Marin Candiate Forums Total Episodes: 19 Total Airdates: 148
Open Yale Series Total Episodes: 26 Total Airdates: 220	National Science Foundation Total Episodes: 9 Total Airdates: 553
Conscious Eating Conference Total Episodes: 11 Total Airdates: 55	Schumacher Center for Economics Episodes: 12 Total Airdates: 168
ComAcad Total Episodes: 12 Total Airdates: 452	Univeristy of London Episodes: 12 Total Airdates: 167
Kent Middle School Short Videos Total Episodes: 9 Total Airdates: 339	National Gallery of Art Episodes: 22 Total Airdates: 326
SF Moma Shorts Total Episodes: 78 Total Airdates: 4934	MIT Open Courseware Episodes: 2 Total Airdates: 73



Drake Graduation
 Total Episodes: 1
 Total Airdates: 11

Marin IJ Lobby Lounge
 Episodes: 20
 Total Airdates: 267

Fringe of Marin - Live
 Total Episodes: 6
 Total Airdates: 6

GCF Learning
 Episodes: 29
 Total Airdates: 3058

UC Berekley Programs
 Total Episodes: 47
 Total Airdates: 355

Rompeviento TV
 Episodes: 22
 Total Airdates: 78

Dominican Leadership Lecture Series
 Total Episodes: 3
 Total Airdates: 58

Jennie & Davis Woodworking
 Episodes: 51
 Total Airdates: 711

Common Wealth Club
 Total Episodes: 13
 Total Airdates: 378

Smithsonian Institute - Stem In 30
 Episodes: 18
 Total Airdates: 341

InkTalks
 Total Episodes: 29
 Total Airdates: 564

DefCon Computer Conference
 Episodes: 15
 Total Airdates: 257

Knowledgeable Aging
 Total Episodes: 44
 Total Airdates: 500

UC Irvine Courses
 Episodes: 23
 Total Airdates: 196

Chaos Computer Conference
 Total Episodes: 48
 Total Airdates: 569

Move, Groove and Grow
 Episodes: 10
 Total Airdates: 62

Knight Foundation Lectures
 Total Episodes: 21
 Total Airdates: 429

LWV Marin Candidate Forums
 Episodes: 19
 Total Airdates: 148

Cambridge University Courses
 Episodes: 26
 Total Airdates: 272

My School In Motion
 Episodes: 8
 Total Airdates: 60

Age Friendly Fairfax
 Episodes: 2
 Total Airdates: 37

Bioneers Series
 Episodes: 27
 Total Airdates: 913

Princeton University Courses
 Episodes: 6
 Total Airdates: 26

PopTech
 Episodes: 29
 Total Airdates: 696



(cont.) The Education Channel (30)

Marin Academy, High School 1327 ComAcad, Kent Middle School, Bel Aire Elementary, Miller Creek Middle School, Terra Linda High School, Redwood High School, and the Marin School for the Arts. Unfortunately, due to the covid pandemic, many live events, including the annual Marin County Fair had to be cancelled.

CMCM Education and Organizational Projects

CMCM's Education Program and Youth Media Academy continued to work out mutually beneficial projects with partner organizations and schools. Partnerships are designed to increase youth presence in the media center, whether it's incorporating students into existing trainings or securing funding for special youth-only trainings. Below are some specific examples of such projects and their outcomes during this past fiscal year.

CFI's My Place, My Story

CMCM collaborated with CFI Education to host the summer run of their 'My Place, My Story' youth media program. This multi-day series of youth workshops in the Winter of 2021 was facilitated by both CMCM and CFI instructors, and took place at CMCM. The films that have been produced are being showcased throughout Marin County and the Bay Area at festivals and events. Both of the Education Directors of CMCM and CFI have developed a strong partnership for years to come.

Archie Williams High School ComAcad (2020-2021)

CMCM worked directly with the Marin County Office of Education to provide educational opportunities on a professional production scale for the Communications Academy (ComAcad) at the newly named Archie Williams High School. The projects and films produced by the ComAcad students have been submitted in film festivals and throughout our network at Marin TV. The partnership also produced, and streamed the Class of 2021 graduation.

DARAJA Academy

The strong relationship between CMCM and CFI continues to grow into a wonderful partnership with the Daraja Academy, which is a school to educate Kenyan girls who cannot otherwise afford the fees associated with public secondary schools in Africa. Young high school and collegiate women from Marin flew to Kenya to document and take part in a joint-educational program with young women of the same age. CMCM provided workshops for the Marin students to edit, produce, and showcase the Daraja Academy. The collaboration between CMCM, CFI, and Daraja faced a daunting task to adapt to covid pandemic. All staff members in the respective organizations stepped up and we have adapted our workshops to cater to remote learning. These students are continuing to grow their skillsets by filming, editing, and producing content that has been submitted to festivals, including the prestigious annual Mill Valley Film Festival. CMCM has hosted multiple on-site and remote workshops, in addition to advanced production live and recorded events.

MarinSEL (2020-2021)

The Marin School of Environmental Leadership, in partnership with Strategic Energy Innovations, maintains a flourishing school-community program out of Terra Linda High School. Students engage in project-based learning, many of which utilize media components. In the past CMCM has been involved via a combination of guest lectures and hosting interns at the center. This past year all contact took place online.

Fire Safe Marin

Marin TV has been working together with Fire Safe Marin, hosting their productions in our CMCM studios on a monthly basis. With all of the pandemic protocols in check, CMCM and Fire Safe Marin invite members of the government, fire departments, and local figures to be recorded and offer their personal experience and professional wisdom regarding fires and safety. The monthly studio productions at CMCM turn into monthly Marin TV broadcasts, curated by the Fire Safe Marin team, as a series called “Wildfire Watch”. The programs showcase the best practices to prevent fires and what Fire Safe Marin has in place to handle fire safety across the board.

Vivalon / Whistlestop

CMCM partnered with Vivalon (rebranded from Whistlestop) for live and pre-recorded segments honoring the Vivalon CEO Joe O’Hehir’s retirement, including interviews and testimonials from celebrities, government officials, colleagues, clients, friends, and family. These productions were major stepping stone towards enhancing a collaborative relationship between CMCM and Vivalon.

Sports Broadcasting Camp (2020-2021)

CMCM’s staff and students produced multiple live games for the defending champions San Rafael Pacifics in the Summer of 2019 and have had to cancel the camp due to the pandemic for both the 2020 and 2021 seasons. This program continues to be CMCM’s highest profile camp and training. We are aiming to get back into high gear for the upcoming 2022 season. We had multiple registered/interested students (new and repeats) who are ready to return.

Youth Media Academy (2020-2021)

CMCM has been adapting to its new and improved educational program for students to receive professional-quality production training for the 2020-2021 year. CMCM has made this program available to youth in Marin County and throughout the Bay Area. Every student will learn continue to learn audio & video production, which includes camera operation, studio production, and video editing workshops. This unique program will be filled with fun activities engaging participants in a cohesive and entertaining educational experience. We have had a number of cohorts throughout the year and are set to continue, even during this pandemic. A lot of safety measures have been put in place to ensure continuing education for our bright and hopeful youth.

ZOOM Remote Education (2021-2022)

The Director of Operations has collaborated with CMCM instructors and colleagues to set multiple core and specialty workshops to be conducted via Zoom throughout the year. CMCM put in the groundwork for upcoming Zoom workshops and the Ask The Experts series. There will be more integrated remote workshops coming in the future. Stay tuned for more updates for next year’s report!



2019/20 Youth workshop during normal times.



www.marintv.org

CMCM began a web presence since the very beginning of operations and has streamed the channels live and carried dynamic channel schedules since that time. The site continues to be managed entirely in-house by staff who implemented a new set of open source tools to better facilitate our daily operations. The main site also links out to the CMCM Facebook, Instagram and Twitter feeds.

Online Reservations

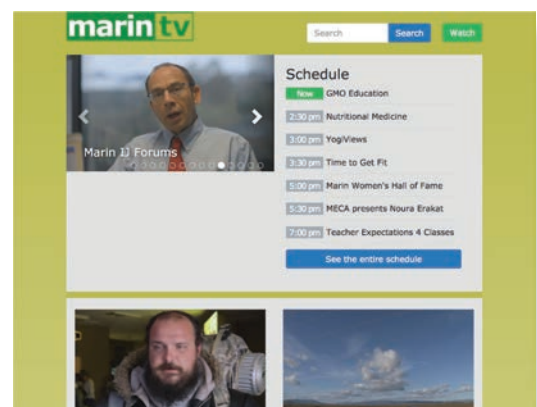
CMCM members reserve equipment, register for classes, and make payments directly through the site, which also tracks equipment usage and other necessary reporting data. We're using open source software developed by and for the PEG TV community.

On-Air Calendar

We've continued our **on-air calendar** for Marin non-profits, government agencies and others to post notice of local events on the channels. The calendar runs daily on every channel and has hundreds of posts each year. With our recently installed system, this will become greatly improved and more localized. To submit a listing, an individual just has to fill out a simple web form and the posting will go live to the channel - often the same day.

Marin TV On-Demand

CMCM's own in-demand video capability has returned for most programs thanks to the new master control system. The service is tied to our scheduling system and allows users to watch the programs on cable TV at a scheduled time or immediately online. The on-demand streams are full HD, unlike our cable signal which is currently SD. Our online live internet streams also received a similar HD upgrade.





Georgia Annwell Gallery

The gallery helps to advance CMCM’s mission of promoting cultural arts, community media, and civic engagement by showcasing the work of established and emerging artists. With the center closed exhibits were downscaled and moved online.



Virtual Fiesta
Judith Selby Lang and Richard Lang

IJ Lobby Lounge - Partnership

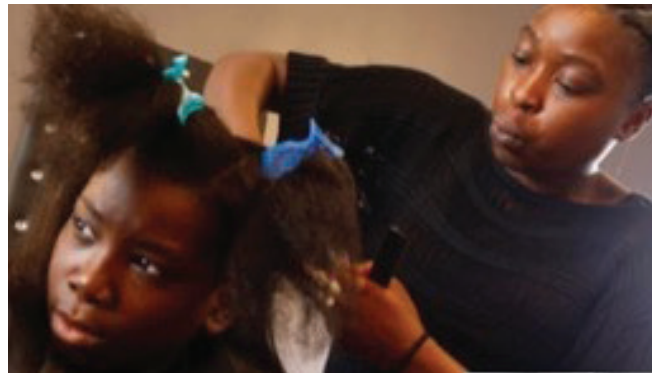
Lobby Lounge is a series created to showcase the talents of Marin’s up-and-coming young musicians. Hosted by Paul Liberatore the music columnist for the IJ and featuring middle and high school musicians. The series took a break for the pandemic but is expected to return this Fall.

Italian Film Festival - Partnership

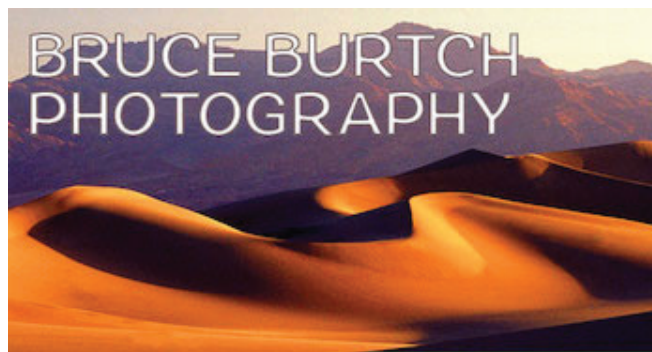
For a seventh consecutive year, CMCM has partnered with the festival, producing a highlight video hosted by the festival’s director. This promotional video is featured before each film screening in the festival.



Acceptance - artist David Normal



“A Day With the Stars: Celebrating Enlighten”
Barbara McVeigh and Maia Miglio



Photography
Bruce Burtch



COMMUNITY OUTREACH

CMCM Outreach and Publicity

This year, CMCM continued promoting the channels and the center to the general public and broader Marin constituencies in a number of ways:

- Continued on-air and online promotions for CMCM membership and support, special events and courses. CMCM also makes presentations to local groups.
- Continued outreach to the non-profit community for relevant co-production opportunities to bring their content to the channels.
- Coordinated increased visibility through local programming that we present on the channels through community partnerships.
- Continued regular e-mail blasts for CMCM-related programming and events, which are sent monthly.
- Continued Facebook and Twitter usage, linking to our main website to cross-pollinate messaging through social media.
- CMCM members continued to organize bi-monthly online Media Mixers until the center can again host events, screenings and gallery receptions in our space.
- CMCM runs advertising in the Marin IJ, the result of an exchange of services that benefit both organizations.

Building Partnerships

CMCM partners with many organizations to assist in their projects and missions, including:

- CMCM continued to work with numerous other organizations as much as possible on a virtual basis, including The League of Women Voters for their numerous candidate forums, , CFI, MVFF, The Performing Stars of Marin, MarinSEL and more.



CMCM carried the Rock Steady youth music festival twice via live zoom performances from all over West Marin



CMCM worked with TEDx San Rafael Women to produce their programs from the Throckmorton Theatre.

FINANCES

CMCM Finances in a Pandemic Fiscal Year

CMCM stayed under budget for the 2019/20 year, as has been the case in previous years. Expenditures were 44K lower than projected but income saw a pandemic hit dropping 100K from our projection, mainly due to lower production services for cities and agencies and a slight drop in anticipated PEG fees. Not indicated in the 2020-21 numbers are a PPP Loan for 104K which has since been forgiven and a 15K California Covid Relief Grant. Since CMCM kept our employees on payroll during the pandemic, we also qualify for a 152K IRS Employee Retention Credit which is pending. These income amounts will be reported in FY 2021-22 when they were received. All in all, CMCM dodged a bullet where finances are concerned in a year of uncertainty. We were more fortunate than many and were able to retool our services where needed and develop new skill sets that will make us better prepared for future fiscal years.

The majority of our capital equipment costs in 2020/21 were related to improvements in master control to accommodate the remote County and City meetings that had moved to ZOOM tools. We updated server software and installed additional computers to handle the new traffic for meeting coverage. There were also some initial equipment purchases for the planned city upgrades to ensure key items would be available when needed.

As the fiscal year wound down we were busy planning new equipment installations across all the cities. At this writing, we have completed two new installations in Ross and Tiburon, in addition San Anselmo and Larkspur were updated to new HD equipment. Each of the cities we serve is also receiving equipment to continue ongoing Zoom hybrid meetings as well as new encoders that will transmit HD back to CMCM's master control for recording and archiving.



New four camera installation, this one in Tiburon is identical to other CMCM city installations.

FINANCES

**Community Media Center of Marin
Statement of Activities
For the Period July 1, 2020 through June 30, 2021**

INCOME

Total PEG fees	\$708,835
I-NET reimb.	\$17,569
Contrib./Grants	\$13,043
Fee for Service	\$92,606
Course Fees/Membership	\$3,877
Investment Income	\$20,696
Total Income	\$856,625

EXPENSES

Facilities Lease/Util/Exp	\$96,414
iNet Cost	\$17,566
Equipment purchase/repair/rental	\$14,890
Office/business expense	\$5,675
Advertising/Promo	\$1,682
Prof. Services	\$33,398
Event	\$335
Insurance	\$12,680
Salaries	\$517,325
Benefits/Payroll Tax	\$120,197
Travel & Meetings	\$0
Total Expenses	\$820,161

Net Cash Surplus (before Capital Spending) \$6,838*

2020/21 City and Capital Spending \$29,626

Note: This statement is a summary of the activities of CMCM on a cash flow basis and is not intended to reflect generally accepted accounting principle. Complete financials are available via bi-annual fiscal audits.



CMCM BOARD/STAFF

CMCM Staff 2020-21

- Scott Ward - Gov. & Edu. Manager - (FTE)
 - Michael Eisenmenger - Executive Director (FTE)
 - Jill Lessard – Director of Operations (FTE)
 - Bill Dunphy – Director of Programs (FTE)
 - Evan Johnson - Comm. & Dev. Manager (FTE)
 - Omid Shamsapour - Director of Education & Production (PTE)
 - Justin Russell - Station Assistant / Instructor (PTE)
 - Chris Brown - Station Assistant (PTE)
 - Damion Brown - Government Prod. (PTE)
 - Bradford Flaharty - Government Prod. - Facilities (PTE)
 - Thomas McAfee - Government Prod. (PTE)
 - Eric Morey - Government Prod. (PTE)
 - Jarod Stewart - Government Prod. (PTE)
 - Mark Curran - Government Prod. (PTE)
 - Jonah Nickolds - Government Prod. (PTE)
- PTE staff average between 6-25 hrs per week.*

CMCM Board Members

from July 2020 - June 2021



- Cynthia Abbott
- Bruce Bagnoli, *Chair*
- Barbara Coler
- Gregg Clarke, *Vice Chair*
- Frank Crosby
- Jim Geraghty, *Secretary*
- Dane Lancaster
- Jim Schutz
- Larry Paul
- Bill Sims, *Treasurer*
- Lawrence Strick
- Steven Tulsy
- Brad Van Alstyne
- Michael Wolpert
- Susan Pascal Beran
- Kimberly Scheibly



CMCM Supporters (fiscal year 2020-21)

We wish to thank all of our donors. Your support, at all levels, is key to the future of the Media Center and the preservation of the Marin TV channels.

Media Mogul Supporter

Marin Sanitary Service
 Shira Ridge Wealth Management
 Meritas Welath Management
 Savoni 1 LLC Sankowich
 Stephen Fein
 Lawrence Strick
 Bruce Baum
 Lori Greenleaf

Media Benefactor Supporter

Roger Stoll
 Michael Morrissey
 Larry Bragman
 Soroptimist International
 Monahan Pacific
 Social Justice Center of Marin

Media Advocate Supporter

Stephanie Welch
 Stephen Tulsy
 Barbara Coler
 Stephanie Robison
 Katie Rice
 William Sims
 Katie Rice
 Ginger Souders-Mason
 Brad Flarahty
 Barbara Thornton

Critical Viewer Supporters

Dolores Flanagan
 Isaac C. Flanagan
 Jonathan Westerling
 Bruce Bagnoli

Vicki Nichols
 Carla & Charles Stedwell
 Ariel He
 David Stompe
 Mary Ann Gallagher
 Mimi Newton
 Mike Wolpert
 Brad Flaharty
 Dario D'Arrigo
 Bruce Bagnoli
 Eileen Burke
 Mary Ann Maggione

Special thanks to the staff and members of the MGSA for their essential support.

County of Marin • City of Belvedere • Town of Corte Madera • Town of Fairfax
 Town of Mill Valley • Town of Ross • Town of San Anselmo • City of San Rafael
 City of Sausalito • Town of Tiburon, *And, thanks to all our CMCM Members.*



In remembrance

Sadly, 2020-21 brought many losses to many Marin families. The CMCM family lost a dedicated board member with the passing of **Jim Geraghty** whose efforts around Marin furthered the work of many individuals and community organizations. A CMCM member since our founding **Emily Sykes** also left us, she played key role in helping to ensure community media would be a reality in Marin. And just recently one of our most prolific producers, **Bill Arney**, passed away leaving a void in our programming few can ever fill. We will never forget their contributions to the Marin community and to CMCM.

What is CMCM and Marin TV?

Marin TV provides Marin County with its own non-commercial community, educational and governmental cable channels. Available on Comcast 26, 27, 30, AT&T's U-verse 99 and on the web, the channels cablecast programming 24/7 to over 65,000 Marin households. We offer all residents of Marin access to low-cost training and the latest digital tools so they can create cable TV and online media. For schools, non-profits and government agencies, we provide special organizational services and fee-for-service production assistance.

Marin is watching Marin TV – are you what's on?

Our Goal:

The Community Media Center of Marin (CMCM) strengthens our communities through media by striving to educate and advance the way residents, schools and governments connect with one another.



COMMUNITY MEDIA
CENTER OF MARIN
819 A Street, Suite 21
San Rafael, CA 94901
415.721.0636
www.marintv.org

MEMORANDUM

DATE: January 13, 2022

TO: MGSA Board of Directors

FROM: Michael S. Frank, Executive Officer

SUBJECT: MGSA FY 2021-22 Work Plan Status and Input on FY 2022-23 Work Plan

Recommendation

No formal action requested.

Discussion

During 2017, the MGSA Board engaged in a strategic planning process whereby the Board developed a mission statement, discussed where MGSA was headed as an organization, and explored the scale and scope of the Authority's programs. The adopted Mission Statement follows:

"The Marin General Services Authority provides the administration of a variety of programs and services where the policy issues are generally established, in arenas that are more cost effective to provide collectively or are significantly enhanced through partnering for the benefit of the greater Marin community."

At the January 11, 2018 meeting, the MGSA Board directed the Executive Officer to convert the work that had been done on a Draft Strategic Plan into an annual MGSA Work Plan. The FY 2021-22 Work Plan is attached along with the status of each item.

Staff is looking for any input the Board has regarding upcoming goals and initiatives for FY 2022-23. Staff will consider this input as part of the development of the FY 2022-23 Budget and the FY 2022-23 Work Plan. The second attachment includes some preliminary Initiatives for the Board's consideration.

Attachment

- Attachment H1 – FY 2021-22 MGSA Work Plan and Status Update
- Attachment H2 – FY 2022-23 Preliminary Work Plan Initiatives

FY 2021/22 WORKPLAN

January 2022 Status Update



Marin
General Services
Authority

900 Fifth Avenue, Suite 100
San Rafael, CA 94901
415.446.4428
maringsa.com



Mission Statement (adopted January 11, 2018)

The Marin General Services Authority provides the administration of a variety of programs and services where the policy issues are generally established, in arenas that are more cost effective to provide collectively or are significantly enhanced through partnering for the benefit of the greater Marin community.

Background

The Marin General Services Authority (MGSA) was formed in 2005 by the cities, towns and County of Marin. While today the Marin General Services Agency ("MGSA") administers widely different government programs, it was originally formed in 1985 as the Marin Street Light Acquisition Authority ("MSLAJPA") to acquire streetlights from PG&E to save maintenance costs.

MGSA is a joint powers authority (JPA). A joint powers authority is an entity permitted under the laws of some U.S. states, whereby two or more public entities (e.g. local governments, or utility or transport districts), may jointly exercise any power common to all of them. Joint powers authorities are particularly widely used in California (where they are permitted under Section 6502 of the State Government Code), but they are also found in other states.

The authorizing agreement states the powers the new authority will be allowed to exercise. Joint powers authorities receive existing powers from the creating governments; thus, they are distinct from special districts, which receive new delegations of sovereign power from the state.

The Joint Powers Authority Agreement creating MGSA states, "The purpose of this Agreement is to establish a public entity separate from the County, Cities, Towns, and Special Districts. This Authority will finance, implement and manage the various municipal services assigned to it." MGSA offers various public services effectively and efficiently throughout the county in a uniform manner with minimal overhead expense.

MGSA Oversight & Administration

Executive Oversight		
1	Provide effective management oversight of agency and ten programs	√
2	Represent the MGSA Board in dealings with media, member agencies, other governing agencies, professional associations, community organizations, and residents	√
3	Maintain positive Board relations and new Board Member orientation	√
4	Review, analyze, and develop recommendations regarding legislation related to MGSA programs where appropriate	√
5	Develop upcoming year's MGSA Work Plan and monitor progress	√
2021/22 Initiatives		
6	Implement new staffing structure, train on new job duties, and document organizational responsibilities (continued)	Completed
7	Continue transition to a virtual government agency and resolve any issues that surface	Completed
8	Continue to identify and implement budget saving measures as a result of the dissolution of MTA and its program responsibilities transitioned to MGSA	√
9	Continue to participate in the county-wide Digital Marin project by facilitating the Government & Emergency Management Needs Assessment Working Group as well as providing assistance, insight, and input to the project organizers	√
Information Technology		
10	Develop, maintain, and manage electronic file software that controls and monitors file access, backup, and security	√
11	Ensure appropriate staff is trained on an ongoing basis on access to County systems through a Virtual Private Network and the Munis County Financial System including	√

	invoicing, vendor set up, budget input and changes, and reporting	
12	Maintain website with accurate and timely information, keep software updated, and manage domains and hosting accounts	√
Finance		
13	Accurately handle all financial transactions including accounts payable, accounts receivable, invoicing, grants management, and jurisdiction/agency allocation of costs	√
14	Retain and work with financial accounting and auditing firm to develop, review, and produce the Annual Year-End Financial Report	√
15	Manage budget process for MGSA and all programs that is transparent and allows the Board an opportunity to discuss appropriate policy issues, if any	√
16	Ensure compliance with all contract and other documents for federal, State, and County grants including all reporting and payment processing	√
2021/22 Initiatives		
17	Integrate MTA/CATV Program financials into the MGSA Comprehensive Annual Financial Report	Completed. In addition, brought new Auditing firm on board and trained.
Human Resources		
18	Supervise and manage ongoing contract program support and coordination	√
19	Recruit and manage orientation and training process for new contractors as needed	√
Property Management		
20	Manage office sublease with TAM and resolve any related issues including space, mail management, and copier use	√
Risk Management		
21	Manage insurance acquisition and renewal	√

Board Management / Clerk Functions		
22	Maintain required hard copy records as well as electronic records systems which are secure and backed up	√
23	Develop and maintain consistent logo, letterhead, and communication materials	√
24	Complete all required official filings including Form 700, LAFCO, and State Controller reporting	√
25	Manage the MGSA Board Agenda Process such that all agendas, staff reports, minutes, and resolutions are accurate, informative, and clear	√
26	Respond to public information requests and Grand Jury inquiries where appropriate	√

Programs

Abandoned Vehicle Abatement

1	Manage and administer the Program in an accurate and equitable manner	√
2	Claim all available program monies from the State that originate from Marin's motor vehicle owners and distribute to appropriate jurisdictions	√
	2021/22 Initiatives	
3	If approved by the MGSA Board, work with the Board of Supervisors and all jurisdictions to renew this Program for another 10-year period as outlined in State law	Completed

Animal Care & Control

1	Manage Animal Care and Control Program as outlined in the 12/8/20 Agreement between MGSA and Marin County for FY 21/22 and FY 22/23	√
2	Administer contract with Marin Humane for county-wide animal care and control	√

	including coordinating inquiries/complaints from the public and member jurisdictions	
3	Prepare annual budget including coordinating allocation methodology with Marin Humane Society and with County budget staff	√
4	Respond to animal control policy issues and work with County Counsel relative to any needed changes to the Animal Control Ordinance	√

CATV - Cable Television Franchise Public, Educational, and Government Access

1	Collect cable franchise fees on behalf of member agencies and distribute appropriately	√
2	Collect State franchise public, educational, and government access fees and distribute to the designated access provider, Community Media Center of Marin County (CMCM)	√
3	Oversee the Program's designated PEG access provider agreement with Community Media of Marin County (CMCM), interface with the Executive Director and Board of CMCM, and problem solve any issues that surface	√
4	Manage consultant that audits state franchise holder records as appropriate and negotiate resolution of discrepancies with franchise holders	√
2021/22 Initiatives		
5	Continue to evaluate and implement areas for administrative cost reductions and efficiencies as a result of the transition from a separate government entity to a program within MGSA	√
6	Work with the MGSA Board, General Counsel, franchise fee auditors, and specialized legal assistance to finalize the	Completed

	Comcast franchise fee audit and negotiate with Comcast an appropriate resolution	
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Marin Climate and Energy Partnership

1	Provide advice, management, and support to the MCEP Program contractor	√
2	Provide guidance and input to the MCEP Executive and Steering Committees	√
3	Pursue grant and other funding for cross-county projects	1) Working with Drive Clean Bay Area on countywide marketing campaign. Funding provided by TAM. 2) TAM funding secured for a Countywide Electric Vehicle Readiness Plan
4	Monitor any grant terms for MGSA/MCEP compliance and enter into sub-contracts and process invoices for MCEP grants	Contracts executed with TAM in January 2021 for EV Readiness Plan and with Sustainable Marin in September 2021 for Resilient Neighborhoods program
5	Ongoing implementation of Climate Action Plans	√
6	Develop model ordinances for use by all jurisdictions	√
7	Develop community Greenhouse Gas Inventories for Marin jurisdictions	Completed - Communitywide GHG inventories for 2019 emissions and reports prepared for all Marin jurisdictions. 2020 Inventories are in process.
	2021/22 Initiatives	
8	Update Climate Action Plans and/or develop content for General Plans for Fairfax, Corte Madera, Tiburon, Larkspur, San Anselmo, Mill Valley, Belvedere, Novato, and others as requested	Updates of Climate Action Plans were completed and adopted by Fairfax, Corte Madera, and Larkspur. Mill Valley and Tiburon CAPs are in process
9	Develop a model Reusable Foodware Ordinance and education and outreach materials that can be adopted and utilized by all Marin jurisdictions	Completed - The Reusable Foodware ordinance was developed. The ordinance will be going to the Marin County Board of Supervisors in January/February 2022. All cities and towns will need to adopt the ordinance within 6 months from the date the County adopts it in order for the County to enforce the ordinance throughout the county

10	Support Resilient Neighborhoods in the development of an ongoing funding mechanism to help maintain programs important to local Climate Action Plans	Funding provided to Resilient Neighborhoods and all tasks completed. MCEP has developed a long-term funding proposal that needs to get buy-in from the managers (and perhaps the MCCMC Climate Action Committee) before presenting to the MGSA board
11	Develop a model ordinance to enforce compliance with SB 1383, which requires organic waste diversion	SB 1383 requirements explored. Jurisdictions worked independently with their waste haulers to develop ordinances

MarinMap

1	Provide management, financial, and contract support and oversight to the MarinMap Program	✓
2	Staff and facilitate the MarinMap Steering Committee and the Executive Subcommittee meetings	✓
3	Resolve various program issues that surface or intercede with various agencies and contractors if needed such as the County Assessor and Streetlight Electric Contractor	✓
Steering Committee Goals		
4	Provide improved customer service to customers seeking geographical information	✓
5	Reduce the cost of service to taxpayers and ratepayers	✓
6	Improve infrastructure maintenance	✓
7	Enhance emergency response and disaster planning	✓
8	Reduce negative environmental impacts and manage natural resources	✓
9	Provide the opportunity for better decision-making	✓
10	Encourage cooperation among public agencies, reduce redundancies, improve efficiency and minimize conflicts	✓
2021/22 Initiatives		
11	Following the development of the county-wide Digital Marin strategic planning effort,	✓

	develop and implement a strategic planning process to envision the future of MarinMap and determine ongoing funding needs	
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MCSTOPPP

1	Provide budgetary and high-level programmatic oversight and coordination with local jurisdictions	√
2	Work with County and MCSTOPPP staff on annual budget which is reviewed and recommended annually by the MGSA Board to the Marin County Flood Control District	√

Mediation

1	Act as Mediation Program liaison between District Attorney's Office and MGSA member agencies	√
2	Coordinate allocation methodology with District Attorney's Office, check for accuracy, assess costs, collect payments, and distribute to the District Attorney's Office	√

Streetlight - Maintenance

1	Manage streetlight contractor's contract including getting input from public works directors, implementing rate changes, and exercising options for extensions where appropriate as outlined in contract	√
2	Administer annual process for all member jurisdictions to transfer streetlights added during the year to the MGSA inventory	√
3	Facilitate accurate inventory of streetlights between PG&E, DC Electric, and MarinMap GIS	Ongoing effort as PG&E checks and fixes its survey data. Slowed down due to COVID-19.
2021/22 Initiatives		

4	Work with Marin Public Works Directors to determine whether to undertake a collaborative streetlight inspection program and if approved, negotiate and implement such a program	√
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Streetlight – Telecommunications Equipment

1	Monitor legislation regarding telecommunications equipment in the public right-of-way and its impact related to MGSA assets	√
2	Ensure Agreement responsibilities are being met by carriers including collecting annual fees, all streetlight application processing fees, and insurance requirements	N/A
3	Review and process invoices for MGSA’s streetlight vendor review of application packets	N/A
4	Review a) preauthorization forms and track use of poles by carriers and b) per pole application packets submitted by carriers and c) resolve any issues or concerns raised by MGSA’s streetlight vendor or issues with local jurisdiction permits	N/A
2021/22 Initiatives		
5	Negotiate agreements with additional telecommunications carriers and providers if approached	√
6	Develop policy and process to distribute carrier fees to local agencies as determined by the MGSA Board once program is generating cost recovery revenue	N/A
7	Develop program as needed depending on scale and speed of equipment implementation and jurisdictional permit issuance	N/A
8	Complete a cost allocation plan to determine “true cost” of small cell application processing and appropriate lease payments	Awaiting real program experience prior to completing

9	Once some applications have been processed and there is some experience, present policy options and get direction from the MGSA Board on the level of telecommunications carrier equipment and other data to be collected from MGSA’s application process and the local jurisdictional permit processes and shared (e.g. MarinMap) with governments and the public	Awaiting some applications and experience being submitted prior to discussion
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Taxi Regulation

1	Ensure that MGSA member agencies are in compliance with California State tax law	<p>NOTE: Covid-19 has thrown this program into a period of transition and change. Many, if not most of the drivers/companies have gone out of business or are not seeking licenses due to financial stress. Staff has returned to the Board numerous times to update and make changes and accommodations to the program.</p>
2	Work towards maintaining a permit and fee structure that is cost recovery	
3	Mediate disputes if possible, between local taxi drivers and companies in order to reduce local impacts on residents and public safety resources	
4	Monitor Lyft/Uber legislative activity to understand any impacts to local taxi activity and regulation	
2021/22 Initiatives		
5	Work to restore the program to its pre-COVID status including cost recovery	<p>Completed</p> <p>Reduced cost of program significantly including taxi permit fees</p>



FY 2022-23 Preliminary Initiatives

MGSA Oversight & Administration

2022/23 Preliminary Initiatives	
1	Follow changes in State law as a result of COVID and its impact on the Brown Act and public meetings. Develop options for the Board’s consideration regarding virtual and in-person meetings
2	As recommended by the agency’s financial auditors, evaluate and consider purchasing crime and employee malfeasance insurance
3	Participate in the county-wide Digital Marin project by facilitating the Municipal/Government/Emergency Preparedness Needs Assessment Working Group and a Board Member of any newly established Organization, as well as providing assistance, insight, and input to the project organizers.

Taxi Regulation

2022/23 Preliminary Initiatives	
4	Work to restore the program to its pre-COVID status

Marin Climate and Energy Partnership

2022/23 Preliminary Initiatives	
5	Update Climate Action Plans and/or develop content for General Plans for Tiburon, Mill Valley, Belvedere, Novato, Ross, and others as requested
6	Develop a Countywide Electric Vehicle Readiness Plan that can be adopted by all Marin jurisdictions
7	Develop a model green building ordinance that can be adopted by all Marin jurisdictions that exceeds State requirements, such as requiring all-electric new construction
8	Continue to explore opportunities to collaborate on implementation of SB 1383
9	Continue efforts to adopt the model Reusable Foodware Ordinance by all Marin jurisdictions

MarinMap

2022/23 Preliminary Initiatives	
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10	As the Digital Marin strategic planning efforts evolve and solidify, develop a partnership that promotes common needs, analyze structural changes that benefit Digital Marin’s objectives, and be a technical resource to facilitate Digital Marin’s goals
11	Other Initiatives to be determined by MarinMap Executive and General Steering Committees

Animal Care & Control

2022/23 Preliminary Initiatives – None	
12	Facilitate and implement the renegotiation of the Marin Humane animal care and control contract with Marin Humane, the County of Marin, and a subcommittee of the Marin Manager’s Association. The existing contract ends June 30, 2023

Streetlight – Telecommunications Equipment

2022/23 Preliminary Initiatives	
13	Complete a cost allocation plan to determine “true cost” of small cell application processing and appropriate lease payments.
14	Negotiate master license agreements with additional telecommunications carriers and providers if approached
15	Develop policy and process to distribute carrier fees to local agencies as determined by the MGSA Board once program is generating revenue
16	Develop program as needed depending on scale and speed of equipment implementation and jurisdictional permit issuance
17	Once some applications have been processed and there is some experience, present policy options and get direction from the MGAS Board on the level of telecommunications carrier equipment and other data to be collected from MGSA’s application process and the local jurisdictional permit processes and shared (e.g. MarinMap) with governments and the public

CATV - Cable Television Franchise Public, Educational, and Government Access

2022/23 Preliminary Initiatives	
18	Continue to evaluate and implement areas for administrative cost reductions and efficiencies resulting from the transition of a separate government entity to a program within MGSA