
BOARD MEETING AGENDA

DATE: November 9, 2023
TIME: 10:00 a.m.
PLACE: This meeting will be held in person at 900 Fifth Avenue, Suite 100, San Rafael.

How to Provide Comment

Members of the public may submit public comment by:

1. Emailing mfrank@marinjpas.org the day before the meeting.
2. Attending the meeting and speaking during public comment periods.

A. Report from Executive Officer (Frank)

B. 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 the Board may only respond briefly. Public input will be taken as part of each agenda item.

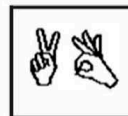
C. [Approve Minutes of September 14, 2023 Regular Meeting](#) (All)

D. [Community Media Center of Marin Annual Report Transmittal](#) (Eisenmenger)

E. [MGSA Board Appointments to the Community Media Center of Marin \(CMCM\) Board of Directors](#) (Frank)

F. [Election of 2023 Board Officers: 1\) President and 2\) Vice-President](#) (All)

G. [2023 MGSA Board Meeting Schedule](#) (All)



The meeting facilities are accessible to persons with disabilities. Requests for special accommodations (assisted listening device, sign language interpreters, etc.) should be directed to Michael Frank, 415-446-4428 or email: michael@michaelsfrank.com **no later than 5 days** before the meeting date.

November 9, 2023 MGSA Board Agenda

H. Adjournment

NEXT SCHEDULED MEETING: January 11, 2023

NOTE: A complete copy of the agenda packet is available on MGSA's website at <http://maringeneralservicesauthority.com>



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

BOARD MINUTES FOR MEETING OF SEPTEMBER 14, 2023

The MGSA Board Meeting came to order in person and on-line. The meeting started at 10:01 a.m.

MGSA Board Members Participating: President Greg Chanis, Vice President Andy Poster, and Members Dan Eilerman, Adam McGill, and Robert Zadnik were present. Members Cristine Alilovich and April Miller were absent. (Daniel Del Monte attended as a non-voting Member)

Program Contractors Attending: Executive Officer Michael Frank and Counsel Pat Richardson.

A. Report from Executive Officer

The Executive Officer reported on activities since the last meeting. In particular, he mentioned:

Administration

- FY 22/23 Audit underway

MarinMap

- Three Strategic Planning educational sessions held. 170 participants attending.
- Survey sent out with responses due end of September.
- Meeting held with County Assessor Shelly Scott where interim contract signed. Another meeting scheduled.

Streetlight Maintenance

- Meeting with DC Electric held to discuss transitional items.

Telecommunications

- No small cell applications

B. Public Comment

None

C. Approve Minutes of May 11, 2023 Regular Meeting

Motion by Eilerman, seconded by McGill, to approve the minutes for the May 11th, 2023 Board Meeting. Motion was approved 5 – 0 with Members Alilovich and Miller absent.

There was no public comment on this item.

D. Streetlight Maintenance Exercise of Term Extension Option for 2020 Services Agreement - DC Electric, Inc. (Frank)

Executive Officer Frank presented the item. There were no questions.

A motion to approve Resolution 2023 – 06 adopting the exercise of contract extension was made by Poster and seconded by Zadnik. The Motion to approve Resolution 2023 – 6 was approved 5 – 0 with Alilovich and Miller absent.

There was no public comment on this item.

E. MGSA Executive Officer Recruitment Process (Chanis)

Board President Chanis and Executive Officer Frank presented the item and outlined options for the Executive Officer recruitment.

A motion was made by McGill and seconded by Zadnik to:

- Appoint an ad hoc recruitment subcommittee made up of Chanis, Del Monte, and McGill; and
- Delegate to the ad hoc subcommittee the authority to review applications and interview to determine which candidates to bring back to the full Board for interviews.

The motion passed 5 – 0 with Alilovich and Miller absent.

There was no public comment on this item.

F. Adjournment

The meeting was adjourned at 10:50 a.m.





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maringsa.com

MEMORANDUM

DATE: November 9, 2023
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 2022 – June 30, 2023.

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 2022 through June 2023, representing the CMCM's fourteenth full year of operation. The information required to be in the Annual Report and related documents per the DAP Agreement is identified below. The 2022-2023 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:

CMCM Annual Report

- 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 D1 – a) CMCM Annual Report for FY 2022-23; b) Organization Chart

2022-23 ANNUAL REPORT







CONTENTS

Community Media Center of Marin Annual Report July 1, 2022 – June 30, 2023

Table of Contents

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



INTRODUCTION

November 2023

We are pleased to submit the 14th annual report for the Community Media Center of Marin for the period July 1, 2022 - June 30, 2023. This report represents the 14th year of the organization and the thirteenth full year of operations for the Community Media Center and Marin TV PEG channels. We began cablecasting June 15, 2009 and opened the Community Media Center to the public on June 30 of that same year.

For CMCM, fiscal year 2022/23 like for many non-profits, has been a period of recovering from post-covid malaise and dealing with higher inflation costs across many budget line items. Despite that, the organization remains fiscally stable and healthy in spirit. Like past years, the bulk of our work remains government related as we completed council chamber upgrades and worked with other county agencies on installations for hybrid meeting coverage. At the media center we had an uptick over last year in membership, facility and equipment usage and course enrollments. While not quite back to pre-pandemic levels the prognosis is good for the future.

Sincerely,



Michael Eisenmenger
Executive Director



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.

2022-23 CMCM Membership

After a decline in membership during and after the pandemic we are seeing CMCM membership begin to return to previous levels. Typically the center has between 300-400 members based on past reports.

CMCM Membership Totals

(July 1, 2022 through June 30, 2023)

Individual Members: 218

Student/Senior Members: 38/46

Organizational Members: 17

Total Membership for year: 319*

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

Hours of Operation

CMCM is open to the public:

Tuesday through Thursday 2:00–9:00 PM.

Friday and Saturday 11:00 AM–6:00 PM.

We are also open Mondays and weekday mornings for special productions with various city and county agencies.

319 members from all over Marin County

Individual Member Breakdown by City:

Corte Madera	9	Novato	54
Fairfax	19	West Marin	8
Forest Knolls	4	San Anselmo	21
Greenbrae	4	San Geronimo	1
Kentfield	6	San Rafael	99
Larkspur	9	Sausalito	21
Marin City	3	Tiburon	10
Mill Valley	34	Other	17



CMCM Certification and Training
(background)

The 2022-23 fiscal year saw an increase in enrollment of foundation courses over the previous year. We're back to normal class sizes previously reduced due to Covid precautions.

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 for seminars and workshops.



Studio Workshop

2022/23 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 are still 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.

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 either Final Cut Pro or Davinci Resolve.

Basic Studio Production (\$140): A four-session course (12 hours) in studio production covering all aspects of the Marin TV studio.

Podcast Studio Production (\$50) a single session course for those that having the full studio course to learn the use of the smaller podcast studio.

Advanced and Special Courses

CMCM offers occasional workshops for scripting, lighting, camera framing and using Zoom as well as advanced courses. We didn't offer our popular 'Ask the Experts' series this year. Instead we focussed on the foundation courses and helping people get back into production would more beneficial.

58 courses offered for 183 attendees

TRAINING

Training and Certification

Training was consistent with the previous year with some increase in course registrations and equipment usage. The New Podcast studio saw a number of new participants as well. Our special workshop series, "Ask the Experts" was not offered this year which typically brings in more than 80 new members/participants, this series has resumed in the current fiscal year.

Course	Classes offered	Attendance
Orientation	12 (1.5 hours)	78 registrations
Basic Field Camera	10 (3 sessions, 9 hours)	22 certifications
Final Cut / Da Vinci	15 (3 sessions, 9 hours)	33 certifications
Studio Production	4 (4 session, 12 hours)	30 certifications
Podcast Studio	20 (1 session)	20 certifications
Total	58 Classes	183 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 peripherals

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)
- Podcast Studio for smaller productions with 1-2 guests and unlimited zoom guests.

Equipment Usage

Type	# Reservations	# Hours
Field Camera Kit	188	1504
Editing Reservations	164	492
Studio Reservations	132	396
Switcher Checkouts	5	40
Podcast Studio	48	144





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, 2022 to June 30th 2023. 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.

TV Schedule

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 local programs are scheduled, the channel has run educational programming from FSTV, UCTV, NASA TV, the Community Calendar and other academic sources.

There were 5044 programs/series for 8693 hours of community programming

COMMUNITY CHANNEL 26

The Community Channel (26) through June 30, 2023

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 63 regular program series (weekly, biweekly or monthly) submitted or produced by local Marin residents. In addition, more than 1900 special programs scheduled on the channel. A breakdown of program categories is below. *CMCM members can submit programming electronically or via file delivery at the center.*

Arts		Documentary	
Total Episodes:	467	Total Episodes:	504
Total Airdates:	3204	Total Airdates:	1760
Educational		International	
Total Episodes:	419	Total Episodes:	58
Total Airdates :	1238	Total Airdates:	140
News/Public Affairs		Seniors	
Total Episodes:	363	Total Episodes:	21
Total Airdates:	1451	Total Airdates:	100
Inspirational/Religious		Comedy	
Total Episodes:	125	Total Episodes:	162
Total Airdates:	288	Total Airdates:	595
Spiritual/Lifestyle		LGBT	
Total Episodes:	261	Total Episodes:	52
Total Airdates:	642	Total Airdates:	104
Health		Performing Arts	
Total Episodes:	488	Total Episodes:	83
Total Airdates:	1543	Total Airdates:	220
Children/Youth		Sports	
Total Episodes:	28	Total Episodes:	25
Total Airdates:	104	Total Airdates:	139
Entertainment		PSAs	
Total Episodes:	519	Total Episodes:	109
Total Airdates:	1567	Total Airdates:	8012
Political		Community	
Total Episodes:	155	Total Episodes:	961
Total Airdates:	422	Total Airdates:	4397
Music		Cultural	
Total Episodes:	120	Total Episodes:	34
Total Airdates:	427	Total Airdates:	166

There were 655 programs/series for 8359 hours of government programming

GOVERNMENT CHANNEL 27

The Government Channel (27) through June 30, 2022

There were 655 Government Programs for 8359 hours of programming on the Government Channel. Programs are generally government meetings with some cablecast live while others on a delayed basis. CMCM now has equipment installed in every city council chamber in Marin to cablecast/stream and record hybrid meetings. In addition meetings from various County agencies are also recorded and carried on the channels, including those of Marin Clean Energy, LAFCO, RVSD, MMWD, MWPA and the Tam School Board. As the sheer 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. 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	127	Fire Safe Marin	173
San Rafael Design Review Board	10	Marin Clen Energy Board Meeting	114
San Rafael Planning Commission	75	Fairfax Town Council	139
Mill Valley City Council	85	Fairfax Planning Commission	78
Mill Valley Planning Commission	95	Corte Madera Town Council	148
Mill Valley Parks and Recreation	63	Corte Madera Planning Commission	85
Marin Municipal Water District Board	35	Corte Madera Bicy/Ped Committee	21
Marin LAFCO Board Meeting	46	Corte Madera Special Community Meetings	9
San Anselmo Town Council	108	Sausalito City Council	195
San Anselmo Planning Commission	60	Sausalito Planning Commission	2
Marin County Parks and Open Space	24	Ross Valley Sanitary District Meeting	50
Marin County Board of Supervisors	46	Novato City Council	129
Marin County Planning Commission	11	Novato Planning Commission	52
Marin County Transit District	132	Larkspur City Council	222
Transportation Authority of Marin	86	Larkspur Planning Commission	19
Congressman Jared Huffman	40	San Rafael Fire Dept. Wildfire Safety	30



*There were 1236 programs/series
for 8512 hours of educational programming*

EDUCATION CHANNEL 30

The Education Channel (30) Through June 30 2023

Through the 2022-2023 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 universities around the world as well as conferences of local interest. The channel also features freely acquired content from UCTV, INK Talks, 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: 52
Total Airdates: 764

Hillsdale College

Total Episodes: 12
Total Airdates: 177

UCTV

Total Episodes: 7
Total Airdates: 550

FireSafe Marin

Total Episodes: 62
Total Airdates: 5807

Ted Talks

Total Episodes: 46
Total Airdates: 430

LWV Marin Candidate Forums

Total Episodes: 8
Total Airdates: 142

Open Yale Series

Total Episodes: 44
Total Airdates: 361

National Science Foundation

Total Episodes: 9
Total Airdates: 479

NASA TV

Total Episodes: 52
Total Airdates: 104

Schumacher Center for Economics

Episodes: 7
Total Airdates: 28

ComAcad

Total Episodes: 11
Total Airdates: 369

Univeristy of London

Episodes: 16
Total Airdates: 232

Kent Middle School Short Videos

Total Episodes: 4
Total Airdates: 297

National Gallery of Art

Episodes: 12
Total Airdates: 140

Learning to Grow Gardening

Total Episodes: 41
Total Airdates: 809

Cambridge University

Episodes: 35
Total Airdates: 420



Learn to Grow - Gardening
 Total Episodes: 14
 Total Airdates: 293

Marin Women's - PAC
 Episodes: 2
 Total Airdates: 10

Free Speech TV
 Total Episodes: 3
 Total Airdates: 26

Youth In Arts - Kelsey Rieger
 Episodes: 6
 Total Airdates: 181

UC Berekley Programs
 Total Episodes: 46
 Total Airdates: 2432

Archie Williams Graduation
 Episodes: 1
 Total Airdates: 11

Dominican Leadership Lecture Series
 Total Episodes: 17
 Total Airdates: 247

Jennie & Davis Woodworking
 Episodes: 82
 Total Airdates: 509

Commonwealth Club
 Total Episodes: 23
 Total Airdates: 97

Knowledgeable Aging
 Episodes: 34
 Total Airdates: 287

InkTalks
 Total Episodes: 28
 Total Airdates: 363

SF MOMA
 Episodes: 78
 Total Airdates: 373

Steve Butler
 Total Episodes: 27
 Total Airdates: 286

UC Berkeley Programs
 Episodes: 46
 Total Airdates: 2422

DefCon Computer Conference
 Total Episodes: 25
 Total Airdates: 540

GCF Learning
 Episodes: 28
 Total Airdates: 2416

Knight Foundation Lectures
 Total Episodes: 28
 Total Airdates: 392

Marin 9 to 25 - Lauren Jacobson
 Episodes: 5
 Total Airdates: 110

UC Irvine
 Episodes: 27
 Total Airdates: 354

CDC Health PSA's
 Episodes: 24
 Total Airdates: 5322

Age Friendly Fairfax
 Episodes: 5
 Total Airdates: 66

Bioneers Series
 Episodes: 47
 Total Airdates: 761

First 5 California
 Episodes: 4
 Total Airdates: 7

PopTech
 Episodes: 8
 Total Airdates: 259



(cont.) The Education Channel (30)

Marin Academy, ComAcad, Kent Middle School, Miller Creek Middle School, Terra Linda High School, Redwood High School, and the Marin School for the Arts.

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 2023 and a triple-booked Summer 2023 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 Directors of CMCM and CFI have developed a strong partnership for years to come. We had over 30 registered students during this cycle.

eXpress Studio (Podcast)

CMCM has established the newest and very popular core workshop "eXpress Studio" which takes all of the fundamentals taught in the Basic Studio Production class and integrating elements from the main studio into a one-person production operation. The podcast room serves as a conduit for people to single-handedly produce a show live or recorded in the popular and evolving podcast setting. The host can have a solo show, a guest in the room, and/or via Zoom from all over the world. The workshop has prerequisites to be an active CMCM member and to already be studio certified (by completing the main studio workshop). CMCM has a number of podcast certified students including the new series "Get With The Program" which films and broadcasts weekly on Community Channel 26.

Marin County High School Graduation Live Streams

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. Marin TV and XR Marin have partnered up with tenured professors and graduate students to enhance and strengthen the educational program. The projects and films produced by the ComAcad students have been submitted in film festivals and throughout our network at Marin TV. Marin TV's crew produced live graduation streams for Archie Williams High School for this unique one-of-a-kind event for those who attended the live ceremony, where the graduates walked with pride, and for friends and families watching from all over online.

Fire Safe Marin

Marin TV has been working together with Fire Safe Marin, hosting their productions in our CMCM studios on a monthly or as needed basis. 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. CMCM recently hosed Fire Safe Marin covering the Lahaina fire tragedy in Maui and how to donate/support the Maui community while implementing universal safety measures.

MarinSEL Internship Education Program

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. CMCM has been involved via a combination of guest lectures and hosting interns at the center. The interns are set to meet their internship hours quote by the end of each semester before graduation. To culminate the school year, these bright students have filmed and produced live events, including those at LucasFilm, The Marin IJ, and local High School sporting events. This partnership continues to grow each year, and we already have two new interns registered for the 2022-2023 school year, and they have also signed up for CMCM’s Youth Media Academy education program.

Performing Stars of Marin’s Marin City 80th Anniversary Events

CMCM partnered up with Performing Stars of Marin to launch the inaugural Youth Media Academy catered to the youth of the Performing Stars of Marin. The students become regular crew members to document and produce original content throughout Marin County. Marin TV worked with the Performing Stars of Marin to produce, film, and edit several local events for Marin City’s 80th Anniversary Events, including Bartolini Gallery Openings, The Spirit of Joseph James Play, and the “Blues ‘n’ Soul Party In The Park” Music Festival. The success from these events and productions has created more opportunities for Marin TV to connect with the community, more than ever.

Italian Film Festival, Día de Muertos

For the ninth 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. CMCM also works with the Al Boro Community Center to cover the annual Día de Muertos events and parade.

MarinTV Live Music Productions

The staff and members at CMCM have been producing live music performances in our in-house studios, encouraging local musicians and artists from all ages and backgrounds to perform live. Our team also covered the inaugural Mill Valley Music Festival. We plan to continue this wave of music productions to boost more entertainment content for Marin TV.



Marin City 80th Anniversary Exhibition



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. This year we switched to a third party solution for class registration, equipment usage and membership.



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.





CMCM Outreach and Publicity

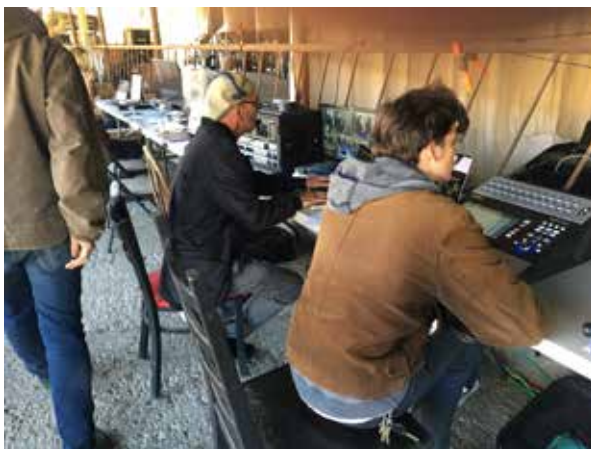
This year, CMCM continued promoting the channels and the center to the general public and broader Marin constituencies in a number of ways:

- 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 and Pacific periodically as events necessitate.

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.



Live from the Farm - Soil Not Oil Conference

FINANCES

CMCM Finances

For the first time since CMCM began we went slightly over our projected annual budget by a modest 20K. This was due largely to inflation and midyear increases in utilities and insurance. CMCM finances remain stable and our operating reserve and capital equipment replacement fund have remained steady at 1.5M through the last two fiscal years. As in past years, the majority of our 2022/23 capital equipment expenditures were again related to upgrading and outfitting council chambers to accommodate Zoom hybrid meetings. Under prior agreement, CMCM purchases the equipment necessary for video coverage in the council chambers of cities that were members of the MTA. Just over 72K was spent on these upgrades which included replacing audio systems in Sausalito and Ross, a Zoom camera installation in Belvedere. We also completed a large installation at Marin Wildfire Prevention Authority which is shared with other County agencies for their meetings. We are also finishing up an installation for the Ross Valley Sanitation District delayed by other construction. All of the A/V installations by CMCM are nearly identical which enable our 10 trained operators to move between cities without additional training. This also allows CMCM to maintain an inventory of spare parts and equipment applicable for every location. CMCM is always on call to assist city clerks and other staff with any issues or questions they may have and we are quick to respond when needed.

Capital expenditures at the Media Center were more modest, largely repairs and replacement of existing equipment. We did make a number of upgrades in our master control to accommodate new internet service for the purpose of receiving city/county meetings live. CMCM has always utilized Midas for receiving live streams from the cities for cable playout but new RTMP streams operate outside of the Midas network and we were unable to receive stable feeds due to the limited bandwidth of Midas from the cloud. After much fruitless trial and error and consulting, we dropped Midas and upgraded our existing Comcast connection which necessitated new network equipment to accommodate new service.

Near the end of the 2022/23 FY, the City of Novato approached CMCM to become their Designated Access Provider. An agreement was worked out to continue training and equipment access to Novato residents and the Marin TV channels were moved to the Novato cable systems. In exchange CMCM will receive a portion of the Novato PEG fees which will be included in future FY reporting.



Loading up for an installation



Finished MYPA Install



Belvedere goes live



FINANCES

**Community Media Center of Marin
Statement of Activities
For the Period July 1, 2022 through June 30, 2023**

INCOME

Total PEG fees	\$714,852
I-NET reimb.	\$5,517
Contrib./Grants	\$9,299
Fee for Service	\$235,747
Course Fees/Membership	\$12,385
Investment Income	25,961
Total Income	\$1,005,489

EXPENSES

Facilities Lease/Util/Exp	\$116,340
iNet Cost	\$5,513
Equipment purchase/repair/rental	\$12,833
Office/business expense	\$6,624
Other Expenses	\$208
Prof. Services	\$35,779
Event	\$779
Insurance	\$18,927
Salaries	\$488,510
Benefits/Payroll Tax	\$123,330
Travel & Meetings	\$1,609
Total Expenses	\$859,441

Net Cash Surplus (before Capital Spending) \$146,048*

2022/23 City Capital Spending	\$72,873
2022/23 Center Capital Spending	\$9,556

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 Staff 2022-23

Scott Ward - Gov. & Edu. Manager - (FTE)
 Michael Eisenmenger - Executive Director (FTE)
 Bill Dunphy – Director of Programs (FTE)
 Omid Shamsapour - Director of Operations (FTE)
 Evan Johnson - Comm. & Dev. Manager (PTE)
 Justin Russell - Station Assistant / Instructor (PTE)
 Damion Brown - Government Prod. (PTE)
 Bradford Flaharty - Facilities (PTE)
 Eric Morey - Government Prod. (PTE)
 Jonah Nickolds - Station Assistant (PTE)
 David Gafner - Government Prod. (PTE)
 Mike Healy - Station Assistant / Government Prod. (PTE)
 Mary Keydash - Station Assistant / Government Prod. (PTE)
 Thomas McAfee - Government Prod. (PTE)
 Jarod Stewart - Government Prod. (PTE)
 Jordan Bloch - Government Prod. (PTE)
PTE staff average between 6-29 hrs per week.



CMCM Board Members *from July 2021 - June 2022*

Cynthia Abbott
 Curtis Aikens
 Bruce Bagnoli, *Chair*
 Barbara Coler
 Gregg Clarke, *Vice Chair*
 Nicole A. Cruz
 Mariposa de Los Angeles
 Nick Mitchell
 Robert Zadnik
 Larry Paul
 Lawrence Strick
 Steven Tulsy
 Brad Van Alstyne



CMCM Supporters (fiscal year 2022-23)

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

Shira Ridge Wealth Management

Stephen Fein

Bruce Baum

Marin Sanitary Service

Good Earth

Stephen Tulsy

Julian Sidon

Stephanie Robison

Barbara Coler

Lori Greenleaf

Joan Shaff

Media Benefactor Supporter

Savoni 1 LLC Sankowich

Lawrence Strick

Meritas Wealth Management

Critical Viewer Supporters

Fredda Kaplan

Kelli Peterson

Katie Philpot

Barbara Bogard

Ginger Souders-Mason

Media Advocate Supporter

Barbara Thornton

Bruce Bagnoli

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 • Town of Ross • City of Larkspur

And, thanks to all our CMCM Members.



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 70,000 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.

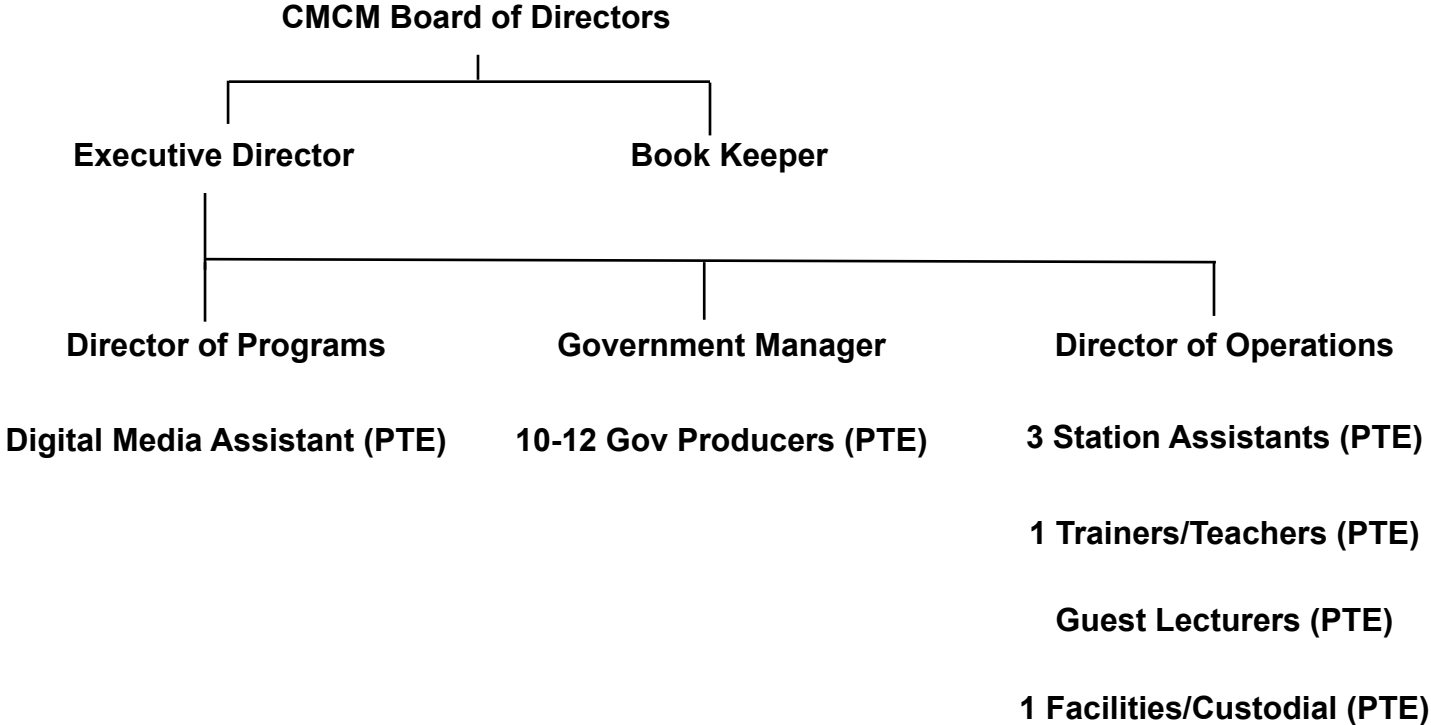


COMMUNITY MEDIA
CENTER OF MARIN
819 A Street, Suite 21
San Rafael, CA 94901
415.721.0636
www.marintv.org



Community Media Center of Marin

Organizational Chart





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

MEMORANDUM

DATE: November 9, 2023

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 Robert Zadnik, City Manager of Belvedere and MGSA Board Member and Barbara Coler, Councilmember of Fairfax to the CMCM Board of Directors.

Background:

The MGSA Cable Television Franchise and Public, Educational, and Government Access Program (CATV) began on July 1, 2020 when MGSA took over certain 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 Sausalito City Manager Chris Zapata are the current appointed CMCM Board Members. Councilmember Coler and Belvedere City Manager Robert Zadnik have expressed an interest in continuing in their role. The MGSA may appoint a different CMCM Board Member if Marin Managers' Association recommends a different representative at their December or January meeting.



900 Fifth Avenue, Suite 100
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415.446.4428
maringsa.com

MEMORANDUM

DATE: November 9, 2023

TO: MGSA Board of Directors

FROM: Michael S. Frank, Executive Officer

SUBJECT: Election of 2024 Board Officers; 1) President and 2) Vice-President

Recommendation

By two separate motions, elect a President and Vice President of the MGSA Board of Directors for the calendar year 2024.



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San Rafael, CA 94901
415.446.4428
maringsa.com

MEMORANDUM

DATE: November 9, 2023

TO: MGSA Board of Directors

FROM: Michael S. Frank, Executive Officer

SUBJECT: 2024 Marin General Services Authority Board Meeting Schedule

Recommendation

Approve the schedule of MGSA Board meetings for calendar year 2024.

Discussion

Per the MGSA JPA agreement, the MGSA Board policy has been to meet on the second Thursday of the odd numbered months. The following is suggested for the 2024 Board meeting schedule:

- January 11, 2024
- March 14, 2024
- May 9, 2024
- July 11, 2024
- September 12, 2024
- November 14, 2024

Meetings are typically held from 10:00 a.m. to 12:00 noon.