

Minutes of the Community Media Access Committee's Meeting
Monday, April 4, 2011
City Hall Conference Room
5:00 p.m. - 6:00 p.m.

I. CALL TO ORDER

Chair Toomey called the meeting to order at 5:00 p.m.

Members Present: Ellen Toomey, Naomi Lucks Sigal, Jack Kenny, Clay Larson, Jackie Hermes Fletcher, Nir Maoz

Members of the Public: Caryl O'Keefe

Staff Present: Jeremy Allen, Anthony Marchitiello

II. REVIEW OF MINUTES

The committee approved the minutes from the February 28, 2011 meeting by a unanimous vote.

III. PUBLIC FORUM

Caryl O'Keefe spoke and pointed out that the agenda did not appear to have been properly posted prior to the meeting. She commented that the Library would like to be relieved of the responsibility of maintaining archives of KALB community video DVD's. She added that the Albany Historical Society is willing to store these. The library would like to complete the transfer in the next few months. Caryl suggested that CMAC agendize and discuss this issue. Clay Larson suggested that the committee also review policy regarding archiving videos online (Granicus). He noted that to date, we have archived and kept everything, but we will eventually run out of space. Jeremy noted that the committee would need to recommend a policy to the Council for review and approval.

IV. COMMENTS/ANNOUNCEMENTS BY COMMITTEE MEMBERS

Nir Maoz reported that he and other Albany High students had videotaped an Albany High baseball game using the City's Anycast mixer and the district equipment. They plan to air it on KALB and the website. Parents and school officials were enthused and plan to put a Plexiglas window in the fence to provide better camera views. Ellen Toomey asked if staff had data showing how many residents were Comcast subscribers and KALB viewers. Jeremy noted that website traffic data wasn't available since the City doesn't subscribe to Google Analytics. Granicus can provide data for the number of people accessing Albany's streamed content. He was not sure whether the state cable franchise laws (DIVCA) provided a mechanism for accessing the data. Clay Larson said he thought that financial and subscriber data were available on request, but that this would not provide viewership information. Ellen suggested that this could be a future agenda item.

Jack Kenny noted that he had filmed another Brown Bag speaker's forum presentation and still had problems with audio. He said that he worked with Jeremy, but was unable to easily connect to the Edith Stone Room audio system. Jeremy Allen thought that he could rewire the system to facilitate this and suggested that Jack use the City's professional camera, which has more options for audio connections. Clay Larson suggested using the City's wireless microphone system with a lavalier microphone. Jack noted that there was also scheduling problems with the airing of the Brown Bag episodes on KALB. Clay noted that the Brown Bag series still wasn't available under Community video archives on the City's website. Jeremy will check on these issues.

V. STAFF ANNOUNCEMENTS

Jeremy Allen noted that he was in the process of renewing KALB's Dish Network contract. Dish Network provides Free Speech TV (Democracy Now, Marc Steiner, Al Jazeera, Thom Hartmann). Jeremy also commented that he had worked with Jeff Castle and Nir to broadcast the Albany High baseball game and that he had some brief discussions concerning setting up and installing permanent infrastructure to facilitate future events. Little League and Albany baseball may help pay for this.

Jeremy showed the committee the current content of the Google Docs site for the film fest. It should provide a mechanism for keeping track of sponsors and volunteers. Jeremy noted that the City was facing a budget shortfall and that City staff would be considering a variety of options to close the gap. This could include reductions in Cable TV activities. He noted that cable TV doesn't generate any revenue and isn't self-supporting. Jack noted that Comcast does provide franchise fees. Jeremy recommended that committee members attend the upcoming April 19th Council meeting/work session, which should provide more detail concerning the City's response to the current budget problems.

VI. PROPOSAL FOR ALBANY LIBRARY - EDITH STONE ROOM

This item was moved up from the original agenda. Jeremy reiterated that librarian Ronnie Davis had expressed an interest in putting cameras and audio in the Edith Stone Room to videotape/broadcast events held there. He noted that the committee in the past had talked about building out the EOC to include studio facilities. The current 2012 cable budget includes \$20,000 for this project, which is funded by PEG monies. Jeremy noted that he and staff had recently discussed building out the Edith Stone Room instead. He pointed out the large number of activities that take place in the Edith Stone Room (Brown Bag series, poetry nights, summer activities, Parks and Rec, Library Board meetings, etc.). The equipment would be funded from the PEG monies. He added that the Librarian thought that the friends of the Albany Library might be willing to fund staffing to film library events. When not in use, the Edith Stone Room could be used by the public for video productions. He asked for the committee's preliminary thoughts on the proposal before he started working on a project description. Jack expressed concern over access to the in the Edith Stone Room and wondered how this would compare to access to the EOC. Naomi Sigal noted that there would be the need to lock up equipment. Clay didn't think that the Edith Stone Room could double as a studio. He also questioned how much support would be available from the Friends group. Jack noted sound (BART noise) and lighting problems (windows) with the room. Jeremy again pointed out that there are existing production opportunities in the Edith Stone Room and that no one has asked for studio space. Naomi said that she hoped the film festival would be a success and felt that this would generate more local interest in video production. This will create the need for workshops and classes at which point there would be a demonstrated need for production space. She also noted that the EOC space would be much more conducive to a studio application and that this was the historical purpose for the space. The committee was in agreement that building out the EOC as studio space would appear to be the most appropriate use of PEG funds. The committee however agreed to discuss this further at future meetings.

VII. 1ST ANNUAL ALBANY VIDEO FESTIVAL

Naomi noted that the subcommittee (Naomi, Nir, and Jeremy) have been meeting regularly. They have received 15 films with more expected. The subcommittee is now actively planning the gala and film festival. Naomi noted that the committee still needs to work out the details. The gala will be organized as a mini Taste of Albany event with five or six restaurants providing food. Each restaurant would have its own table with room for promotional materials. The City would have a

large table providing wine, bread, and cheese finger food obtained from sponsors. The restaurants, which haven't been selected, will need to be contacted. Jeremy thought the gala should attract at least 200 people. It will be a social event, but will include speakers, live music, and video content on the screen. Jeremy noted that the film, Archeology of Memory, can be shown and that this would attract some people. Anthony Marchitello noted that he's been in contact with Les Blank, but hasn't nailed down the details of his participation (talk, film presentation). He said that Les Blanc might want to sell his films at the festival. The committee all agreed that this should be permitted. Marilyn Mulford may also make a presentation. Naomi asked about getting someone to host the event. Anthony said that he'd find someone. The committee noted the need to recruit volunteers for film fest event. Jeremy said that the committee needs identify and prepare a list of tasks. Nir will develop schedules for the gala and film fest. The committee discussed how to dress up the community center for the event and the need for "props" to give the room a film festival feel. Anthony Marchitello suggested statuettes painted gold and that he'd check eBay to see what's available.

Jeremy Allen announced that Comcast would be supporting the film festival, with the details to be worked out. He noted that the committee has enough funds (\$1750) to cover category prizes, but that we still need to earn more sponsor money. The committee needs to follow up and collect the money/prizes promised by sponsors. Jeremy is collecting sponsors logos for the banner and promotional materials and is putting these up on Goggle docs. Clay asked if the committee had approached the Chamber of Commerce. Naomi said she and Jack had contacted the Chamber several times.

The committee discussed publicity for the festival. Ellen will be developing a poster for the event with Nir, Naomi, and Jeremy working on the content. Clay asked about the commercial that will air on KALB and Anthony said that he will be finishing it up this week. Jack noted that he had placed some posters at UCLA film school and California film institute in San Rafael.

VIII. REVIEW OF CMAC GOALS

The committee noted that it had completed this item and there was no need to discuss further.

IX. TRAINING FOR CITY STAFF, VOLUNTEERS & COMMUNITY

The committee continued this item to a future meeting.

X. AGENDA ITEMS FOR NEXT MEETING

Jeremy suggested another special meeting to discuss the film festival, but no dates were convenient. The committee agreed to conduct a two-hour meeting (5:00 – 7:00) at its next regular date, April 25th, with the subcommittee meeting sooner. Suggested agenda items for the next regular meeting included: cable budget, training, and an Edith Stone Room update.

XI. ADJOURNMENT

The meeting was adjourned at 6:00 PM.