

Minutes of the Community Media Access Committee's Meeting
Monday, March 18, 2013
City Hall
6:00 p.m. – 7:00 p.m.

1. CALL TO ORDER

Chair Lucks called the meeting to order at 6:00 p.m.

Members present: Naomi Lucks Sigal, Stefanie Kalmin, Jack Kenny, Ellen Toomey, Josh

Staff present: Jeremy Allen

2. REVIEW OF MINUTES

The minutes of February 19, 2013, still need to be approved.

3. PUBLIC FORUM

4. COMMENTS BY COMMITTEE MEMBERS

Film festival was a big success. We received very positive feedback.

5. STAFF ANNOUNCEMENTS

a. Brown Bag Lunch

Everything went smoothly re audio and video. We will create standard settings so equipment will be ready to go each time. Jeremy added an hdtv recorder that makes it easier to roam. Quality of camera was good, it can record 8 hours of video, and may be the easy camera to loan out for small scale events

b. High School Committee Representative

Josh gave notice that April will be his last month. He did a great job and we're sorry to see him go. Jeremy will talk to Mr Castle re how best to work with student. We need to make sure it's the right fit and they understand the commitment re hours and tasks. One major task is to facilitate equipment moving between the high school and the city.

c. Hiring

Jules was hired by Jeremy to working on the YouTube presentation of the city's Community Development website re the city general plan. Jeremy is taking on a different role as full-time media coordinator, including special events/AV. He'll no longer work with the Teen Center but will still be the media liaison with the high school. His role will also focus on how the city can expand media services re other projects.

d. Library

Friends of Library want to fund a position. For the highest standards, it's best to have two people working at events. Friends want to have more programs for kids and to put new technology to good use. We will put on agenda.

e. Camera cart

The cart carrying the camera at swim meets was unstable. We purchased a camera on a track.

f. Letter City Council

Look at updated letter to city council re ¾ time coordinator position. The Committee drafted a letter for reinstatement since we are being asked to create more content. Look at using students, internships. The more people power we have behind this operation, the higher the quality.

6. FILMFEST REPORT

- a. We need to send thank you notes, asap. Ellen will make notes and we'll sign by hand. We are still within acceptable window to say thanks. We have to send out unclaimed certificates. Jeremy will get Steffi labels
- b. Ellen is doing eNews letter focused on "wasn't that fun" and thank you. Jeremy will get stills to Ellen. She will add links including to Ari's video.
- c. People want to see videos of movies online, but we didn't get permission to post on YouTube.
- d. All sponsors videos will go up this week, we'll let them know. Waste Management, Golden Gate Fields, and the Community Fund will get 30 second spots. Jeremy is preparing template so sponsors can tell us what they want in the script.
- e. Need to start planning for next filmfest now. Naomi and Ellen are official subcommittee and they can meet. Have to name subcommittee with others. Next meeting is April 15 at Hotsy Totsy.

7. GOALS AND OBJECTIVES

- a. We need to talk about what we want to accomplish for rest of year. We accomplished big goals so far such as setting up Albany Community Center equipment, and purchasing good remote camera set up so we can take show on the road. We need to establish priorities. Programming is important this year. We should set up a programming subcommittee to discuss how we get content and our rebroadcast schedule re meetings. We also need to look at how we utilize staff and volunteers. Technology has changed so we may want to revisit our goals. Public input would be good if we could do survey. We need to look at how to incorporate ff movies, how to advertise, how to create a good channel. Underwriting and sponsorship opportunities will be bigger as we improve.
- b. Should we schedule entire meeting re this. Goals and Objectives need to be a bigger part of the meeting. One option is to devote at 15 minutes each meeting.

8. NEXT MEETING: April 22, 2013