

Minutes of the Community Media Access Committee's Meeting
Monday, December 6, 2010¹
City Hall Conference Room
6:00 p.m. - 7:00 p.m.

I. CALL TO ORDER

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

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

Staff Present: Jeremy Allen, Anthony Marchitiello

II. REVIEW OF MINUTES – The committee approved the minutes from the November 15, 2010 meeting with corrections by a unanimous vote.

III. PUBLIC FORUM – None.

IV. ANNOUNCEMENTS BY COMMITTEE MEMBERS

Jackie Fletcher noted that the Richmond public access channel has been airing some incredible biographies of musicians and she suggested that staff contact Richmond to see if these are available for airing on KALB. Clay Larson asked whether an animated video recently shown on KALB, Captain Scarlet and the Mysterons, was in the public domain. Ellen Toomey noted that when she attempted to find out about the legal copyright issues involving school productions, she never got responses. Ellen thought that this meant that there isn't much concern. Anthony Marchitiello noted that he believes that no public access channel has ever been sued for broadcasting copyrighted material. Clay recommended that staff exercise due diligence in determining that everything broadcast on KALB is in the public domain. Chair Kenny suggested that the committee could agendaize this item for further discussion. Jeremy Allen noted that the organization SCAN NATOA could possibly assist us here. Chair Kenny added that he had submitted a video of last month's Albany Brown Bag speaker's session to KALB and had filmed another session. He noted that he had obtained permissions from all of the participants. The Chair also noted that the library staff had expressed renewed interest in installing cameras in the Edith Stone Room.

V. STAFF ANNOUNCEMENTS

Jeremy noted that he had finished the wiring needed for the installation of AT&T Uverse equipment and that AT&T will install the equipment next week. Jeremy also noted that he had attended a SCAN NATOA workshop last week. The workshop involved the use by PEG Access channels of social media resources. The city attorney from Pasadena discussed legal issues. Staff from Reno discussed strategies for using Facebook to interact with its citizens. Several participating cities reported that much of their content production is now short videos suitable for showing on websites. Jeremy noted that the communication here should be interactive and not static. Jeremy also noted that he along with the Vice Mayor and the City Manager would be meeting with an individual who will be assisting the City in developing social media content. Ellen asked for a good model of a City making use of social networking, Jeremy suggested taking a look at city of Reno's website.

¹Before the regular meeting, Committee members discussed the organization of a video festival to be conducted in April 2011. This discussion was conducted outside the regular meeting of the Committee and no minutes were taken.

VI. REVIEW OF ADOPTED CMAC GOALS

Jeremy passed out a copy of the revised goals adopted at the last meeting. He described the revisions including: the addition of AT&T Uverse as an accomplished goal and adding the goals, "Upgrade equipment as needed" and "build out the Edith Stone room and EOC" under Equipment. The goal of getting more programming was moved to Production along with the new goal of using the Council chambers for productions and adding the capability of broadcasting live productions. Finally, the committee had added goals of pursuing relationship with local media and sustaining a working relationship the Scholl District. Clay suggested that the goal "pursue relationship with local media" didn't capture Anthony's suggested equipment goal, which was to establish relationships with local equipment vendors and nearby community access centers. Ellen suggested rewording the goal of "sustaining" the relationship with AHS to creating and sustaining the relationship. The committee agreed with the revisions.

VII. REPORT & ACTION STEPS FOR FILM FESTIVAL

The Chair summarized the progress made by the Film Festival subcommittee. He noted that Naomi Sigal had prepared a film festival task list and reported that the subcommittee had completed phase 1. The next step is to revise the budget both for submission to the City and to identify the budget support needs to facilitate organizing committee's contacts potential sponsors. Anthony is going to set up a Google-Docs account to allow everyone to comment in the budget. The goal is to finalize the budget for the City by December 15th. Naomi noted the importance of staff's input in identifying budgetary items. Anthony noted that he wanted to set up the web site to at least include the festival application and FAQ's. The proposed festival website URL is www.albanyca.org/filmfestival. The committee discussed payment of entry fees and Jeremy said that checks or money orders should be made payable to the City and that he would check and see whether credit card payments can be accepted. A festival logo still needs to be developed. The committee asked if staff could provide the Dinner with Albany sponsorship information. Anthony noted that the email address is currently KALB@albanyca.org and he asked if this could be changed to filmfest@albanyca.org.

VIII. CMAC REVIEW OF MEDIA BUDGET

This item was tabled until a future meeting.

IX. AUSD MEMBERSHIP ON CMAC

Clay noted that this item was on the agenda for that night's Council meeting. The staff report for this item recommended that the committee, "Add up to two seats recommended to the City Council for appointment to the Community Media Access Committee by the School District Board of Education, if the appointments will strengthen District-City partnerships and District activity for KALB - the Albany PEG (Public-Education-Community Access) channel." Clay pointed out that when this recommendation was discussed by the Council at its November 15th meeting, there was some consideration as to whether there should be one or two school district members on CMAC. Council had agreed to discuss the matter with the school district at the 2x2x2 meeting. Jeremy said that the meeting happened, but that he was unsure how the Council recommendation would be communicated to and then implemented by the Board of Education. Jeremy noted that adding one to two members would probably preclude meetings in the "kitchen". The Chair recommended agendaizing the meeting time/place issue. The committee supported the proposal, but wanted to encourage the school district identify member(s) that are interested in public access.

X. ADJOURNMENT

The meeting was adjourned at 7:00 PM.