

BOARD MEETING
June 11, 2018
5pm
CMAP
7500 Monterey Road
Gilroy, CA 95020

AGENDA

Board Members: Rob Campbell, Paul De Silva, Peter Serracino, Rachelle Bedell, Mattie Scariot
[quorum is three]

1. Oral Communications

Any person may address the Board during its Oral Communications period. All Oral Communications must be directed to an item *not* listed on *today's* Consent or Regular Agenda, and must be within the jurisdiction of the Board.*

2. Consideration of Late Additions to the Agenda; additions and deletions to Consent and Regular Agendas.

CONSENT AGENDA

3. Approve Minutes

Regular minutes from March 2018

REGULAR AGENDA

4. Update on GUSD

5. Report of the Executive Director

6. Announcements.

7. Adjournment.

*Any person may address the Board during its Public Comment period. Each presentation will be limited to three minutes and individuals may speak only once during Public Comment. A

maximum of five minutes will be set-aside for this period at this meeting. If the period runs beyond five minutes, the Board may, at its discretion, allow time at the end of the meeting for additional public comment. All comments must be directed to an item NOT listed on today's agenda and must be within the subject matter jurisdiction of the Board. Preference will be given to individuals who did not speak at the previous Board meeting. All speakers must address the entire Board and will not be permitted to engage in dialogue. Speakers are requested to sign the sheet designated for that purpose so that their names may accurately be reflected in the minutes of the meeting. Regular Agenda Items: Members of the public may speak on any item on the agenda. Each presentation will be limited to three minutes. The maximum time devoted to public input on any item will be determined by the Chair.

CMAP Board Meeting
Meeting Minutes
April 9, 2018
CMAP Headquarters, 7500 Monterey Rd, Gilroy, CA 95020

- 1) **Call to Order** – Rob Campbell, Board Chairperson, called the meeting to order at 5:10 PM.

Board Present: Rob Campbell, Rachelle Bedell, Paul Da Silva

Board Absent: Peter Serracino, Mattie Scariot

Staff Present: Becca King-Reed, Executive Director.

- 2) **Oral Communications** – No Public attended to voice communications
- 3) **Consideration of Late Additions to the Agenda; additions and deletions to Consent and Regular Agendas** – None
- 4) **Consent Agenda - Approval of Minutes of February 12, 2018 Regular Board Meeting** – Paul Da Silva motioned to accept minutes for Board Meeting held on February 12, 2018. Rachelle Bedell seconded and carried unanimously.
- 5) **Regular Agenda** – John Perales informed the Board on current perceptions of CMAP in the Community and challenges with administration at Christopher High School.
- 6) **Closed Session** – Entered Closed Session at 5:23pm - Discussion of current challenges with Gilroy Unified High School District regarding agreement and possible litigation. Board moved to direct Executive Director to contact CMAP Attorney to request official Public Record of any Agreement and/or Lease approved and signed by GUSD and CMAP with GUSD Attorney in order to comprehend CMAP's true obligation. Ended Closed Session 6:08pm.
- 7) **Regular Agenda - Executive Director's Report** – Becca King-Reed provided a report on CMAP Operations for the March 2018 to present.
- 8) **Announcements** – None
- 9) **Adjournment** – A motion was made by Paul Da Silva to Adjourn at 6:30PM and seconded by Rachelle Bedell and carried unanimously.

Respectfully Submitted, Paul Da Silva, Vice-Chair and Hollister Representative



Executive Director's Report
June 11, 2018
Covering (5/14/18 – 6/11/18)

1. Administration

Staff

- Raul Ceja, Greenhouse Community Coordinator, will be departing on June 15.
- Kelley Ban, CMAP's Administrative Assistant has taken a medical leave of absence and will be out until July.

Interns

- Working on creating an additional music studio and edit suite. Tim and the interns created and installed sound insulation and built a sound booth using reclaimed materials. John Perales is looking for a donation carpeting for the new audio/edit suite.
- Completed a video promo about the Friday Night Beats class which has been shared by our partners such as the Gilroy Community Foundation on social media.
- Completing a video for the San Juan Bautista Historical Society

Insurance Review

- CMAP's annual health insurance review was completed in May.

2. Financial

Government Meeting Service

- CMAP recorded 10 meetings in April and 11 in May.

Coworking Center

- We received a bit over \$7,000. in revenue in April. That is up about \$2000 since March. May was slow at \$5300. June looks to be bouncing back with \$3700 in revenue in the first week.
- Conference room rentals continue to increase as well as use of the café space.

Fundraising:

Grants:

Proposals:

- The "Safe Parking Grant" through the City of San Jose was submitted on Monday 4/23/2018. There are several opportunities for CMAP in this grant including, teaching classes and / or partnering to provide re-entry education / skills.

Submitted:

- On April 30th, we submitted a grant application to The Community Foundation for San Benito County. We will be notified later this summer whether we have been awarded the following, \$7,000. We must find additional matching grants that total \$7,000 to receive this grant.

Paid Classes / Workshops

Recent:

- Media Marker Mondays (3 meetings in April) located at the Gilroy Library
- May 17th PSA Day
- Studio Production Classes, May 4, 11, & 18

Upcoming:

- Smart Phone Class, June 21

CMAP Paid Productions

Recently Completed:

- The FACT Fitness video. This project was made possible through the Gilroy Downtown Business Association
- Short clips / advertisements regarding upcoming classes and programming at Nueva Vida (San Ysidro Park).
- Benito Link Political Forum video

In Production:

- San Juan Mission 10 Race
- NSU Video
- Benito Link Political Forum
- Community Solutions Skit Video

In Development:

- Additional "We Are Gilroy" productions
- Golden Goddess Tanning commercial

- Windermere Real Estate commercial

3. Youth Media

Santa Clara County

Ongoing:

- Friday Night Beats (FNB) Program/class continues to flourish and hold steady with 6-14 students attending every Friday night.

In Development:

- Given the recent grants we have secured, we will continue the FNB Program into the Summer of 2018 and into next school year! Also, a possible collaboration between the Gilroy Compassion Center and CMAP is being discussed i.e. where CMAP will be onboard for teaching classes should funding be acquired through The Gilroy Compassion Center.

San Benito County

Ongoing:

- In June CMAP completed its second year working with the San Andreas Continuation High School. CMAP pushes into a regular class at San Andreas Continuation High School and teaches media to the attending students. The last class for this year was June 5.

4. CMAP Mission Productions

Recently Completed

- Gilroy Exchange Club Blue & Gold Luncheon
- Inside Gilroy: Gilroy City Councilmember, Dan Harney
- In Production:
 - Going Green Intro video work.
 - Coverage and social media posts of volunteer work at The Gilroy Compassion Center
- In Development:
 - Inside Gilroy with Councilmember Fred Tovar
 - Local Business show in partnership with the Chamber of Commerce
 - World Service Rotary promotional video

5. Marketing, Communications, Publicity

Marketing

- Working with marketing agency, Vertical Rail to qualify for a \$10k per month grant in Google Ads.

Publicity in print for April & May

- Ads in Gilroy Life
- Editorial in the Mission Village Voice for May, "What's Dirtier Than Your Keyboard? Not much."
- Editorial in the Mission Village Voice for June, "Can Water make You Smarter?"

Events

Greenhouse is hosting Toastmasters meetings Wednesday mornings

6. E.D. Community Involvement / Outreach:

- Attended the Gilroy Community Foundation Awards presentation and received a check for over \$4000 in May.
- Serving on the Rotary Vocational Education Committee
- Hosting Inside Gilroy
- Participating the Rotary Club grant on site visit effort
- Working w/ Gilroy Chamber
- Participating in SBC Philanthropy Day
- Participated in Gilroy Rotary Flower sale (April)