

Executive Director’s Report

August 13, 2018

Covering (5/14/18 – 8/13/18)

1. Administration

Staff

* CMAP welcomed Catherine Virgen as its new Community Coordinator in the Greenhouse.
* Kelley Ban, CMAP’s Administrative Assistant will return to work on August 23
* We have two new Government Technicians, Tania Lopez Cortez and Sean Barragan.

Intern

* This summer, we had hosted 2 paid interns through the Teen Force Organization.

Insurance Review

* CMAP’s annual health insurance review was completed in May.

2. Financial

Government Meeting Service

* CMAP recorded 4 meetings in July.

Coworking Center

* We received a bit over $7,000. in revenue in April. That is up about $2000 since March. In May and June were slow months at $5300 and $4,861 respectively. But we were back on the upswing in July $ 6,303. At this writing, 8 days into August, we are about $5000. We have a very good chance of exceeding July numbers.
* Conference room rentals continue to increase as well as use of the café space.
* We have several new members his month.

Fundraising:

Grants:

* CMAP received a grant from Google for $120,000 in advertising annually.
* CMAP received the Community Foundation for San Benito grant in the amount of $7,000.

Paid Classes / Workshops

*Upcoming:*

* Election Candidate Statements
* Media Mondays
* Smart Phone Class

CMAP Paid Productions

*Recently Completed***:**

Nueva Vida video

**In Production:**

* San Juan Mission 10 Race
* Benito Link Political Forum
* 12 Days of Giving
* Community Solutions Skit Video

**In Development:**

* SBC Sheriff recruitment video
* South County Youth Task Force video
* Golden Goddess Tanning commercial
* Windermere Real Estate commercial

3. Youth Media

Santa Clara County

*Ongoing:*

* Friday Night Beats (FNB) Program/class continues to flourish we have more students now than our instructor can handle so we have broken it into 2 nights.

San Benito County

*Ongoing:*

* The San Andreas Continuation High School Project will continue into the fall and spring of 2018

4. CMAP Mission Productions

* In Development:
  + *Inside Gilroy* with Mr. Zachary Hilton (City of Gilroy Pedestrian Commission) 9/18
  + Jan Bernstein-Chargin of the Gilroy Compassion Center
  + Steve Stratton of the Gilroy Community Garden.
  + Inside Gilroy with Councilmember Fred Tovar
  + Local Business show in partnership with the Chamber of Commerce
  + World Service Rotary promotional video

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5. Marketing, Communications, Publicity

Marketing

* Working with marketing agency, Vertical Rail. Now that CMAPTV.org has qualified for the grant,

we will be making changes to the Greenhouse website so it can qualify.

Publicity in print for April & May

* + Ads in Gilroy Life
  + Editorial in the Mission Village Voice for July, “What’s Dirtier Than Your Keyboard? Not much.”
  + Editorial in the Mission Village Voice for August, “Coworking, the Healthy Choice!”

Events

Greenhouse is hosting Toastmasters meetings Wednesday mornings

6. E.D. Community Involvement / Outreach:

* + Serving on the Rotary Vocational Education Committee
  + Working w/ Gilroy Chamber
  + Participating in SBC Philanthropy Day
  + Participated in Gilroy Rotary Wine garden at Garlic Festival