



Board Meeting
July 13, 2016 – 11:00 a.m.

Attendance: Ted Arbeiter, Javier Cedillo, Jennifer Erickson, Jim Knightwright, Ross Rowe, Mary Van Sickle, Tina Wilson

MINUTES

- 1. Call to Order – Tina Wilson, ACM Midwest Chair:** Tina called the meeting to order at 11:06 a.m.
- 2. Approval of May 25, 2016, and June 15, 2016, Minutes:** Mary made a motion to approve both sets. Ross seconded. All were in favor and the minutes were approved.
- 3. Financial Report – Jim Knightwright, Treasurer:**
 - A. The July 6 fundraiser netted \$250.00 for the ACM Midwest Region. After the fundraiser, we received a donation of \$250 from North West Community Television (\$500 total). There is still \$100 to come back to ACM Midwest from the Lake Monster Brewery (returned deposit).
 - B. Current checking account balance is \$1266.05 (will be \$1,366.05 when Lake Monster check arrives). When added to the \$100 in the ACM Midwest savings account, our balance will be \$1,466.05 for both accounts.
- 4. ACM National**
 - A. Tina said that the next ACM National board meeting will be held on July 19, 2016, via teleconference.
 - B. ACM Midwest Region Board Regular status was approved at the June 25, 2016, meeting. So now we are a regular board! This was done by unanimous approval.
 - C. Tina said that the Hometown Media Award winners were recently announced and congratulated those community media centers with winning entries.
 - D. National Conference – coming up August 18-20, in Boston, Mass.
 - i. Tina reminded everyone that Early Bird registration and discounted hotel rates will end on July 18, 2016.
 - ii. Grab a ticket to the Foundation Fundraiser, if you can, at Harpoon Brewery.
 - iii. Mary reported that conference planning is going very well, as are the registrations. She expects that ACM National will experience record

turnout for this event. There are also some volunteer opportunities for reduced rates of registration.

- E. Mary said that there are two open, at-large spots for the National board – nominations are being taken now. Nominations will close at the annual meeting, with elections directly following.

5. ACM Midwest Region

- A. MW Region Board Fundraiser (Wednesday, July 6, 2016): Tina reported that the event was sponsored by SPNN and Lake Monster Brewery and was a joint Midwest ACM/National FACM convening and fundraiser. We had an excellent turnout for both morning and afternoon sessions – there were 30-40 participants. Tina said she chatted with ACM Director Mike Wassenaar about current challenges, and he shared his knowledge and recent ACM successes. Jim and Javier were able to attend and helped with raffle – Tina thanked them for their time. Tina reported that there was a lot of excitement about public access/PEG among the 20-30 people who stayed for the fundraiser.

Javier said it was a lot of fun – plus, it was educational and informative. He said he spoke with the patrons about ACM and PEG in general. Jim said that raffle tickets sold easily -- any table he went to with tickets, bought tickets.

Tina said that the net intake was low, mainly because of fundraising costs, such as the DJ -- in the future, she recommended against hiring another DJ.

Mary asked whether there were any issues, two or three, that rose to the top for attention by ACM during the convening. Tina said that attendees had public policy questions. For the Midwest, participants said that we should do more events like the convening to discuss vendors, technology, policy, etc. Closed captioning and regulations were other topics that participants brought up.

- B. ACM Midwest Committees: Tina said she sent out rough draft of what we should cover (see notes, below). She asked whether the four committees she outlined --- Nominations/Elections, Member Relations, Fund Development and Communications – are sufficient. The board members agreed that the four cover current areas of relevance.

Next steps: This Board will need to define at least two goals for each committee and designate a chair for each (preferably a board member).

Tina reported that Valerie Lockhart, of Minnesota Women & Tech., is excited to come on board for fund development. Tina would like to bring her on to assist.

Tina thanked Ted for having sent contact info for all of the ACM Midwest community media centers in the region. Ted said he'd go through and update the list over the next month and would send a fresh copy to everyone near the end of August.

Tina would like to add a map feature so people may enter a zip code to find the closest CMC. Mary said that this is similar to an effort currently taking place at the National level. She said the Community Media Database exists – it was started in 1997 with a grant and needs an update. She said the ACM Communications committee is meeting this Friday to jumpstart the process and move the effort forward again. She said she would report back to this board ASAP.

Tina said that four of the ACM Board members will be at the conference in Boston on Aug. 18-20, which is the next time the ACM Midwest Board will meet. She tasked this group with roughing out the top goal areas for each new committee. Then, in September, the larger group may submit input. Tina said she'd set up a TimeBridge phone call for those not in Boston to listen in.

Tina said she would draft some bullet points ahead of the Aug. meeting in Boston and would set a deadline for comments. She'll email everyone ahead of the August meeting.

- C. [ACM Midwest Region Website](#) and Facebook: Tina said she hasn't done much on these since the last call. She will put the meeting minutes from May and June up on the website, along with the elections document that Jennifer sent to her. Tina said she also has updated the contact page on the website.

6. Other Business: Columbia, Missouri, Public Access Strategy: Jennifer shared the current situation at Columbia Access Television – the city is stepping down funding of the Public Access station and community media center (CAT), while continuing to fully fund the Government Access (The City Channel). Members recommended that she look at state legislation to find out how the CFF funding is currently being spent; for the health of community, take a close look at the language in the contract. Are PEG fees allowed? Can you help to implement them? Once CAT knows the parameters – let this group know and we can try to help.

7. Next Meeting date(s): August at the ACM National Conference in Boston.

8. Meeting Adjournment: Mary made a motion to adjourn; Jim seconded her motion. The meeting was officially adjourned at 12:02 p.m.

NOTES

ACM Midwest Sub-Committee Ideas (submitted by Tina Wilson)

1. Nominations/Elections
 - a. Active once a year during the nominations and election process for the board. Will need an "Election Official" and perhaps one to two volunteers during the process to assist.
2. Member Relations
 - a. Develop and maintain relationships with current Midwest Members
 - b. Coordinate workshops, mixers, etc. for members

- c. Outreach to non-members to educate about the ACM

3. Fund Development

- a. Calendar of events for fundraising throughout the year
- b. Research and implement possible tools to assist with fundraising
- c. Assist in defining where funds should be allocated

4. Communications

- a. ACM Midwest Website updates
- b. ACM Midwest Facebook page maintenance
- c. Various communications with members.