

Executive Director’s Report

January 8, 2018

Covering (1/5/17 – 2/12/18)

1. Administration

* The 2018 budget was submitted approved by the board.
* Initiated paperless document archive/ management program

Interns

* Currently CMAP has 2 interns. They are participating in productions such as, Gilroy Downtown Business Association’s “Downtown Voices,” and, working to support Tim Olimpio as intern instructors in the Friday Night Beats Program.

2. Financial

Government Meeting Service

Coworking Center

* We received $6200.00 in gross revenue in January.
* All but one office is rented.
* Conference room rental

Fundraising:

Proposals completed

* + - Proposal to the Gilroy Foundation for funding to continue our Youth Media Programs (into the summer and school year of 2018) for both video and audio programs The Gilroy Foundation will notify us of the grant status in March 2018.

($5,000)

In Development

* + - Initial stages of planning for an Annual CMAP Gala & Film Screening fundraiser
    - Exploring opportunity for a Garlic Festival booth
    - Grant request for the Community Foundation for San Benito County - due March 30th
    - Grequest to the The Gilroy Assistance League (GALS) - due February 26th

In Kind

* + - Cottage Floors of Gilroy donated carpet for the audio studio

CMAP Paid Classes / workshops

Recent:

* + Jan. 20 & 27 Poppy Jasper International Film Festival & CMAP Young Filmmakers Classes @ Gilroy and Morgan Hill Libraries
  + Jan. 24 & 30 Veteran Voices Project @ San Benito High School

Upcoming:

* Feb. 5, 12 & 26: Media Maker Mondays @ Gilroy Library (taught by Mr. Tim Olimpio)
* Feb. 7, 14, 21 & 28 Python Programming @ Gilroy Library (taught by Mr. Josh Young)
* Feb. 7 Adobe Photoshop & Spark Class @ Gilroy Library (taught by Ms. Eugenia Renteria)

CMAP Paid Productions

In Production

* + Gilroy Downtown Association “Downtown Voices” Leedo Gallery & Kutz & Colors
  + Video: San Benito County Water Resources Association video
  + San Juan Mission 10 Race video

Upcoming:

* + Feb 20 PSA Day
  + Gilroy Downtown Association “Downtown Voices : Old City Hall”

In Development:

* + Local roofing company looking to produce 1-2 videos (commercials)
  + St. Louise Regional Hospital exploring production of videos
  + San Benito Juvenile Detention Center has expressed interest in a video
  + Community Solutions 40-year anniversary of Women's Services

3. Facilities/Equipment:

* + We installed 4 actual cubicles, purchased from CTV
  + Exploring installing a studio lighting grid
  + Working with our electrician to replace faulty bulbs in ceiling fixtures
  + Repaired sink in men’s room

4. Youth Media

Santa Clara County

Ongoing:

* + Thursdays: Intro to Computers (In SPANISH) @ San Ysidro Park Gilroy
  + La Voz de Gilroy: Bilingual Youth Media Program - Citizen Journalism.
  + Fridays: Friday Night Beats (FNB) @ CMAP downtown Gilroy

In development:

* Planning to launch a studio production class where the CHS students learn how to produce videos of one act plays or short performances.

San Benito County

Ongoing:

* + Weekly class at San Andreas High School - started Aug 22
  + After-school program (at Gavilan College) - started Sept 12

5. CMAP Mission Productions

In Production

* Inside Gilroy
  + Guest: City Councilwoman Ms. Marie Blankley in February
  + Guest: City Councilman, Mr. Fred Tovar in March

In Development

* Local Business show in partnership with the Chamber of Commerce
* World Service Rotary promotional video in development

6. Communications / Publicity

Publicity in print for December

* + Ad in Gilroy Life
  + Monthly editorials in the Mission Village Voice
* Social media

*CTV*

Facebook Page Key Data Points:

* Page Views = 254 / up 5%
* Post Engagements = 297 / down 24%
* Page Follows = 6 / up 100%
* Videos watched = 203 / down 43%

*Greenhouse*

Google My Business Analytics

* + - 510 people found us on Google
    - 32 visited the website
    - Greenhouse has a 5-star rating from customers

Events/Outreach

* + Gilroy Chamber Mixer – 46 attendees!
  + Science Forum
  + Mindful Mondays

Upcoming:

* + - Greenhouse Members Wellness community

Facebook Group featuring fun monthly challenges,

workplace wellness tips, healthy recipes and

weekend workouts. Our goal

is to build an engaged, supportive community of

Greenhouse members focused staying (or

becoming) healthy at work.

7. E.D. Community Involvement / Outreach:

* + Chairing Gilroy Rotary AV Committee
  + Serving on the Rotary Vocational Education Committee
  + Serving on the Chamber of Commerce Business and Education Committee.
  + Hosted Chamber mixer