February 7, 2014

Present: Maureen, Rory, Sharon, Lisa, Maya, Jo Ellen

Absent: Shay, Steve

CC Minutes February

The main topic of discussion was strategic planning. However, Jo Ellen pointed out that we have to recruit CC members for next year.

**0. CC Members (not counting Jo Ellen)**

Current members by platform:

Book (1) Magazine-Print (2); Online Only (2); Radio (1); Film (1) TV (0)

Current members by outlet focus/audience:

National (6) Local/Regional (1)

Environment (3); Gender/Sexuality (1); Race/Ethnicity (2); Labor (2+);

Current members by outlet size:

Over 100,000 uniques/ $2 million budget (3); 50-100,000 uniques/ $500k-2 mill budget (2) Under 50,000 uniques/ $500K budget (2)

Current individual cc members by gender:

Men (3) Women (4) Trans/Other (0)

Current individual cc members by ethnicity

Euro-American/White (4); African-American/Black (1); SE Asian (1); Asian (0); Latino (0)

Jo Ellen asks that CC members think particularly of recruiting individuals with experience in strategic planning/management as well as our usual diversity factors.

STRATEGIC PLANNING

1. **Planning Process**

Jo Ellen described the planning process to date, and the shape of the event on March 1-2.

2. **Facilitator for March event**

Jo Ellen presented three choices for a facilitator:

* Kathryn Weidman, 20+ years of experience w/ nonprofits, cost: $4000
* Craig Spargimino, Catchafire volunteer w/ corporate facilitation experience, cost: $700 (for hotel/travel)
* Volunteer from within TMC

Those present agreed that the CC simply could not afford Weidman, and also agreed that it would be difficult for any TMC member to provide neutral facilitation. The consensus choice was to hire/ bring on Craig.

Vote: 5 in favor, 1 abstention, 0 opposed

3. **Prep for Planning Event**

Jo Ellen promised to deliver a report on the planning process to date by Monday, Feb 10. A strategic planning meeting will be held by Feb 20 to nail down the process.

4. **Outcomes of Planning Event**

Sharon asked about outcomes. The direct outcome from the event must be an answer to the question, what is the unique value that the Media Consortium provides to its stakeholders?

With that answer in hand, the planning process must continue to ask, given this answer, what should the Consortium look like over the next 3-5 years? That deliberation must include real consideration given to financial sustainability.

Hopefully, at the meeting itself, if we can reach consensus on our core value, we can move to what implementation looks like. That could go in a number of directions:

* If we have no unique value, we should probaby sunset. This seems unlikely.
* Once we express the unique value, will members pay more in dues or services to enable us to support a $150-200K operating budget?
* Or, would reframing our foundation asks around our value lead to more foundation dollars?
* Or, should we seek to partner with another organization that can provide operating support in exchange for our unique value?
* Or, is there some other option?

5. CC To Dos

1. Meet for a breakfast during the meeting and possibly a second meeting on Sunday

2. Market the conference

3. Suggest CC members to recruit. We can recruit up to 5 people.