

Okemo Valley TV Board of Directors
Regular Meeting
Monday, August 19, 2019
Monthly Minutes
AGENDA

Present: George O. Thomson, Fra DeVine, Wendy Regier, Don Richardson, John Cama, Noah Schmidt, Patrick Cody, Executive Director, Okemo Valley TV

Absent: Sharon Bixby

Public: None

AGENDA:

I. Call Regular Meeting to Order - The meeting was called to order by President Fra at 5:33 pm.

II. Adjustments to Agenda – There was one addition to the agenda.

III. Review Meeting Minutes (7/22/19) Wendy moved we approve the minutes of the meeting of July 22, 2019. Noah seconded the motion, which was approved unanimously.

IV. Communications – Wendy has been called to Federal jury duty soon so her availability may be a problem.

V. Director Report – Patrick provided a written report at the meeting. In the future he will email it out to the board prior to the meeting.

A quick summary....August has been fairly busy. There have been several staff vacations so the station has been short of staff. There has been a slight up tick in productions. The studio was in use this month. Artist profiles were done. There was a band from Ohio that did some recording in the studio that they plan to use for some advertising. The group really was too large for our studio. We can nicely accommodate 5 but the group had 7. Patrick said they made it work but it was a stretch. We really do not have an adequate mixer for this type of recording. A good audio mixer for a band would be a 16 channel and would cost a few thousand dollars. Wendy suggested we put it on a wish list. We are now approaching the beginning of school. Patrick said they do some work with BR, CTES, LES and Mt Holly. He is looking to do outreach at GMUHS, RVTC and the Stafford Tech Center. He would also look to make some inroads with Mill River HS. He also talked about the non-profit road show.

Building and grounds - Patrick thanked those who attended the painting party. We made some good progress but need another day to finish the job. He will send out a survey and

try and schedule another painting party in the near future.

Equipment - We need to focus on getting a switcher that will work well with our cameras. We have switches from a company in Denmark but they do not work as well as they should. Patrick is suggesting we purchase a new switcher from the same company that manufactures our cameras and then sell our old switcher. The cost would be approximately \$3,000. There is money in the budget for some equipment.

FCC ruling – The proposed rule changes were approved by the FCC on August 1st and will be implemented September 1st. There probably will be an appeal. We do not have a firm understanding of what this will mean to us at this time. We will know in November when we get our franchise payment. We know there will be a reduction in our income but Patrick thinks we budgeted a higher amount so we should be OK. The new changes will benefit both the cable companies Comcast and VTel. For us, this could result in a reduction of a few thousand dollars every year. We reduced franchise fees in the budget by 10 %. The State Committee is meeting next Thursday. Hopefully some people will go to show there is a vested interest. The committee is receptive to making a statement that we are a valuable public asset. We are not sure what this may mean. We need to find a way to recapture some of the money we anticipate we will be losing.

If we cut the budget by 10% and have 7% loss from last year we should be fine. We may need to truncate the hours a bit. Currently there is an hour less a day in the schedule for being open for business. There seems to be an interest in having the station open more in the morning so the reduction would change closing time from 6 pm to 5 on M, W, and F. The other days will stay the same. Patrick anticipates these changes to take place in September once Ed leaves. Fred will have to pick up the slack and will not be as available for programming.

Wendy encouraged the board to up memberships. We need full board participation at some level. So far we have \$225 in the account. We have in the budget \$1,850. We have a way to go.

VI – Collaboration – Fra and Julie went to visit PEG in Rutland some time ago. They were impressed that there was an administrative structure and therefore more people in the field. Fra asked if we should consider collaboration or continue to be a stand alone station. Do we try and get a critical mass to be able to possibly do more? Patrick felt that this is something to consider. There are 26 stations in the state. It is not viable in the long term for all of them to remain operating. We are in the middle level when considering budgets. Some smaller stations will probably close. We should look at ways we can pool resources. We might be a regional affiliate. It would be more efficient to pool resources as we all have to look at some of the same things. Board felt there might be sharing of production work.

Don left at 6:06. Don left with the message that he felt there was no downside to collaboration.

Patrick said among immediate colleagues there is some interest in pooling interests.

It was suggested that Patrick put together a list of potential collaborators and then have him make initial contacts, and then there could possibly be a meeting of the boards including the Executive Director. A main consideration would be the structure of the organizations and geography. It probably makes the best sense to look at stations of similar size. SAPA is interested in fundraising opportunities regionally. We already share programming with SAPA. We could consider shared underwriters with SAPA or go after larger businesses which would give them more exposure

Fra conducted a straw poll “do you think we should begin to look at a strategies of exploring collaboration and possibly sharing resources.” The board agreed unanimously. Fra will put together a task force with the board members and pursue.

VI. Fundraising Goals & Tasks – Possible

Wendy...suggested Patrick create a time line of one week in order to film events. She said any organization wanting us to film an event should mention us in their publicity. We should try to get a weekly email out to volunteers about recording. We can indicate that these are the new guidelines...“As a media sponsor.” There needs to be something specific possibly even written by OVTV so that we know what they are saying and it is accurate. We could put out press releases about the programming. Hopefully, this would draw attention to the station and programming. As it is, we do an email blast with programming highlights when we can. Patrick suggested we send out links to programming. Currently we have about 300 on line subscribers but that needs to be culled as some are bogus. It was suggested we could possibly ask the Chamber to do a survey for OVTV. If people respond we get an email. We need to look for more ways to make ourselves visible.

Wendy suggested when anyone requests programming, we could ask for a volunteer from the organization to film for us or **hire** us. We should also ask them if they would like to become a member of OVTV.

Fra asked the board to write on sticky notes ideal on how the station could get more increase awareness and also how we could fund raise.

Increasing awareness (How can OVTV make more people aware of our presence?)

Volunteers - set up better volunteer identification list, media sponsored
Highlight program schedules weekly
Weekly press releases about programming
Collaboration with OMS for filming/editing
Nonprofit roadshow
Way to make us common name in every household - then ask for sponsors
Chamber of Commerce
Calendar of events - advanced notice: print media, mailing list, web site
Calendar of local events - from local events
FCC - changing usage

Awareness + fundraising ideas

Survey of what people want : on line, in person (missed a word here)
Email blasts from mailing lists of collaborating non-profits

Fundraising ideas

Shared underwriters
Nonprofits who use OVTV services to become members
Winter festival, carnival
Annual screening of the year's productions as fundraising event
Golf tournament
Sponsor studio
Look at who advertises in playbills, newspapers, etc and make an "ask"
Program request: volunteer and/or membership
Replace Derby

VII. Financial Reports – Patrick sent the financials to the board electronically after the meeting.

VIII. Painting & Other Building Needs – Patrick will do another survey to try and pick a date for another painting party.

IX. Other Business - None

X. Review To-Do List -

XI. Confirm Next Meeting Date(s) September 16, 5:30 pm

XII. Adjourn – There was a motion to adjourn by Noah at 6:37. It was seconded by Wendy and approved unanimously.