

Okemo Valley TV
January 10, 2018
Board of Directors Meeting Minutes

I. Call to Order

At 5:40, President Julie Bowyer called the meeting to order.

II. Communications

Letter from Comcast dated 12/4/17 - discussed that our content can be found on their YouTube app on their channel. This is a step in the right direction for us getting parity with other AMOs. Patrick heard that it is later this month. If we have our own YouTube channel (which we do) we do not use it as much as we use Vimeo. But we will start putting more on YouTube now that this is the case. Fra mentioned doing a communication about this. Include comments about that we'll be using YouTube more frequently.

The bill insert in Comcast bills is going to be swapped to an "adpage" on the bill instead, which is an additional page on the bill, rather than an insert. The bill message (shorter text-only message) went out in November already. That's fine with Patrick.

III. Review of Minutes from Nov 8th Meeting

Fra made a motion to accept the minutes as written. Sharon Combes-Farr seconded. Patrick noted one typo. The minutes were approved with the corrected change of the typo.

IV. Director's Report

Patrick caught up on loose ends in December. Created some new videos. See the written separate report for more information. Patrick also connected with a grant writer who was recommended and will submit a proposal on Jan 11. The snow guard proposal came today. The estimate was \$4,800 and Black River Good Neighbors is not interested in paying for half. This is for 50 feet. Patrick still has to ask the Town to pay it, although he's not sure they will approve the expense. There's a lot of risk. Sharon Combes-Farr suggested that Patrick write a letter to the town and ask for the budget for it. Fra asked who has the liability. Sharon Bixby said it is an "act of God" and probably no one would be considered liable. Patrick will write a letter to the Town. Regarding the needed IT work, Sharon Bixby suggested that Patrick as the Rutland station for suggestions. Fra was very impressed with the Production & Training. He suggests putting it at the top of the report, because it is very interesting. Sharon Combes-Farr pointed out that local programming and school outreach were important goals in the Strategic Plan. Fra also suggested that we combine the Open House and Ribbon Cutting with the next Annual Meeting. We need to get on the agenda of the DRB (Development Review Board) ASAP to apply for a variance for our new road sign.

V. Committee Reports

Outreach & Marketing

1. A joint Outreach & Marketing and Finance Committee Meeting was held on December 12. Patrick, Sharon Combes-Farr and Jon Clinch talked through several ideas. Sharon agreed to map out a plan for Underwriter and Membership targets and growth. (Sharon will do this in the next two weeks). (Fra asked that we map out the resource requirement for each of these, Staff vs. Committee members).
2. The committee needs to create a road map that indicates the months of the year and the major items that will be done in each month, in terms of marketing, outreach, fundraising, and grants

due. (Patrick will take a stab at it. It would be for 2018. The idea is to have at least one major thing per quarter).

3. We broke the major remaining items to complete the building / station build-out into 5 discrete projects. These are: Control Room, Digital Lab, Edit Suites, Kitchen/Lobby, and Storage. These are listed in the order of importance. We will describe each in more detail, including expected cost, and fundraising plan to achieve each. (Building committee will report on the description and cost of each).
4. The Annual Report was also discussed. It was a good step to have a formatted version last year for outreach and grant responses. Sharon Combes-Farr will follow-up with Jon Clinch to see if he has the bandwidth to create a new template to make it more attractive. Patrick noted that some of the items will need to be updated so a new template is what is needed.

Julie needs the new logo. Julie also asked for the boiler plates and templates from the grant writer to be sent to the Outreach & Marketing and Fundraising committees. The new grant writer is interested in looking for earmark funding. She is very focused on the larger grants and Patrick would go after the smaller recurring ones with which we've already had success in the past.

VI. Finance / Budget Report

Refer to the separate report. We have 42% of revenue and are half way through the year. Fra asked when we will get the money from Comcast because the bank balances look low to cover payroll. We need more fundraising to bring in more revenue. Fra still needs to call a Finance Committee meeting. In order to cover payroll, money will have to be temporarily borrowed from the Capital account. It will be paid back when the Comcast check comes through. Sharon Bixby asked about Accounting expenses. Accounting will be over the estimate. Bookkeeping will also be over the estimate. We are reconciled up to the end of October. The bookkeeper is targeting quarterly reconciliations. Fra asked if it should be monthly. Sharon Bixby also noted that Mileage will be over budget. Ed never presented mileage previously - he presented a year of mileage in one report. Sharon Combes-Farr asked if we should we have a policy for expense reimbursement.

VII. Rebranding Update

See relevant updates in the Directors Report.

VIII. Update on the FY 2017 Annual Report

This is deferred to see if Jon Clinch has the bandwidth to do the new template.

IX. Revisions to the By Laws

We discussed whether we want to allow for email voting or telephone voting for meetings. The consensus was the participating in the meeting by phone should be viewed as attending the meeting in person. Proxy voting is not allowed. However, some issues can be asked for vote over email and votes can occur over email. Sharon Bixby said that the Treasurer does need to be bonded. Replace it with a statement about applicable coverage. Fra asked if the Treasurer has to make the Finance Reports based on the wording of the Treasurer's responsibility. Fra asked to simplify it and suggested a change. Sharon Combes-Farr suggests that Lou send a clean version for everyone to review after incorporating the suggestions in the meeting. Lou planned to do that already.

X. Other Business

No other business.

XI. Adjournment

Sharon Bixby made a motion to adjourn. Sharon Combes-Farr seconded the motion. It passed unanimously. At 6:48, President Julie Bowyer adjourned the meeting.