

Okemo Valley TV Board of Directors
Wednesday, March 14 2018, 5:30 PM
Monthly Minutes

AGENDA:

Present: Julie Bowyer, Sharon Combes-Farr, George O. Thomson, Lou Krefski, Noah Schmidt, and Sharon Bixby

Absent: Jon Clinch, Fra DeVine

Staff: Patrick Cody, Executive Director, Okemo Valley TV

AGENDA

I. Call to Order – The meeting was called to order by President Julie Bowyer at 5:35.

II. Communications – A resident indicated that they really liked the logo for Okemo Valley TV. A VTel network engineer reported when the time comes for us to be upgraded to HD he we are now all set up to receive HD programming. Follow up communications were sent to VTel.

II. Review of minutes 2/14/18– Sharon B. made a motion to accept the minutes of the February meeting. Lou seconded the motion and it was carried unanimously.

VI. Director's Report:

Patrick provided a comprehensive report via email. Everything seems to be moving forward very nicely. (See his report.) Several businesses have agreed to sign on as sponsors so we should meet our target. The IT work was scheduled was postponed until Monday due to the weather. They have been busy in the studio with productions. There are several things going on in the schools. Patrick talked about the recent productions, which resulted in a few shows. The Weston Playhouse folks liked the program we did for them. There is a value added service when we do filming for outside agencies like Weston Playhouse, Plymouth Historical Society as they put it on their websites so it goes out to many viewers

Patrick is all set to go to the NAB (National Association of Broadcasters) show in Las Vegas. He has not gone for several years. Ann Marie Cummings, daughter of a former board member, arranged for him to have a press pass so he can go to almost everything. We will pay for the expenses of flight, hotel and food while he is in attendance at the show.

There was a brief discussion of using the logo OKTV for the name Okemo Valley TV.

V. Committees Reports

Nominations committee – Lou reported that they needed to start getting settled for the next election. We need to publicize the call for nominees on the web site, television channels and local print media. This will go out in the form of a news release so we do not have to pay for an ad.

The committee will also seek nominations from the current board members. They will poll the current board members whose current terms are expiring to see if they wish to seek re-election. They will produce and publish a slate when all nominees are determined. They want to communicate with all the nominees regarding the expectations of a director position. They will also post warnings in all the town halls and other public spaces currently served by Okemo Valley TV. (See report).

They wondered if we should ask Joan Rose and John Comma who were on the ballot last year who did not receive a majority of votes to see if they are interested.

Sharron CF moved we approach Joan, since she had the next highest number of votes, to see if she has an interest in taking Kurt's seat and if interested appoint her. If she is not interested, we would approach John who was also on the ballot. Sharon B seconded. All in favor.

There was a discussion on replacing Sharon Combs- Farr on the board as she is moving out of the town. No action was taken at this time as she is still a resident of town and such a valuable member. Sharon B suggested we might want to look to the other towns to see if there is someone interested.

VI. 7th Annual Derby Gala – May 5th

Patrick, Julie and Sharon CF met. Six of 8 sponsors from last year have already confirmed that they want to be sponsors again. Sharon CF will be following up with two final sponsors and will do a press release once they are solidified. Willie Dunn Restaurant is interested is once again hosting the event. They are saving the date for us. The committee looked at project plan. There are two things needed....someone to do Silent Auction and someone to secure 8 \$25 gift certificates for the prizes. Lou agreed that he would get the gift certificates and asked for the list from last year. Sharon B said she would be interested helping. We plan to offer the vacation package again this year which was generously provided by Ed McEnaney. We secured \$800 for the travel voucher last year. Sharon B. will ask Cota and Cota for the oil donation once again. The committee is hoping to have 10 items in the silent auction that would each be in about \$250.

Last year, the seating was better. Sharon CF talked about a bifurcated pricing strategy....the possibility of having a ticket for a reserved seat and one for general admission. She felt some folks would not mind paying a bit more if they are guaranteed a seat inside. The committee is figuring this out. In the past the base price for an individual was \$30 and a package with two tickets and a horse was \$100. She said they were looking to make people happy and at the same time raise more money. Patrick said there have been some upgrades to the hook ups at Willie Dunn and there is a possibility of having a TV outside for folks. It is also Cinco de Mayo day so there can be special drinks. There was a discussion on needing more help for set up and at tear down. Last year some people did both. Sharon CF will ask Jen Hoar to help again this year.

The possibility of contacting Ida Mae or John Specker was mentioned to see if they would like to play for 30 min at the Derby. It might be used for publicity for shop.

VII. Finance/Budget Report – They have not met so there is no formal finance report. Patrick reported there is \$25,647 in the checking account and \$37,492 in Money Market account. The board asked Patrick to email a list of the memberships and the amounts paid by everyone last year to the board so they can do a follow up. We are at a quarter of where we should be with memberships.

VIII. Warning of By Laws Revisions – Marty Nitka looked at the section on indemnification and felt it was rehashing laws that already exist and thus there are no changes suggested. Sharon CF moved we warn the By Laws as written. There was a second by Lou. All members voted in favor of the motion.

IX. Other Business – none

Next meeting Thursday April 19 at 5:30 at the station. George mentioned that he will be out of town and miss the meeting.

Sharon CF mentioned that George is expected to be the MC once again. He indicated he will be around and would be happy to do this again.

X. Adjourn – There was a motion to adjourn by George and seconded by Lou. The motion was unanimously approved at 6:21.

Respectfully Submitted,

George O. Thomson
Secretary