

Okemo Valley TV Board of Directors
Wednesday, May 9 2018, 5:30 PM
Monthly Minutes
AGENDA:

Present: George O. Thomson, Lou Krefski, John Cama and Fra DeVine,
Sharon Bixby

Staff: Patrick Cody, Executive Director, Okemo Valley TV

Absent: Sharon Combes-Farr, Julie Bowyer, Noah Schmidt, Jon Clinch,

I. Call to Order – The meeting was called to order by Treasurer Fra DeVine at 5:38.

II. Communications – None

II. Review of minutes 4/25/18 – Lou made a motion to accept the minutes of the March meeting. Sharon B. seconded the motion and it was carried unanimously.

VI. Director's Report: Patrick provided a brief oral report since our last meeting was two weeks ago. He mentioned all reports are current and on the web and we can access.

Patrick attend recent VAN meeting. There is a new committee with focus collaboration in marketing. They also talked about technology and how we can collaborate to explore OTT “Over The Top.” We need to pay attention to this, as it is the newest thing going. We might need to get our platform on the Apple TV or Roku or? We will be looking about the possibility of doing something with VANs on this. A group is looking at a statewide channel. It is in the very early stages for VT media exchange. Many people are watching TV over the Internet and that results in fewer fees collected.

John talked about how Roku works and talked about some possibilities that we might have. These are very preliminary discussions. There was some brief discussion of implications with Comcast and what that might mean for support for OKTV.

The board talked about the possibility of doing a pledge drive or telethon. We did not feel there is enough support for this yet to consider. The concern about the possible implications is a reason for us to diversify and look for

other revenue streams.

The new sign is done with installation starting tomorrow with the posts. The sign is larger than what we have currently. It will be perpendicular to the road. Everyone is looking forward to seeing it.

Patrick had a meeting with representatives of the Good Neighbors about their cooking show. It will happen starting in June. The filming will occur at the Gill Apartments. They will get the shows sponsored so they can then hire us to do the productions. They are hoping to have a studio audience.

The revised by-laws were sent to everyone electronically.

V. Derby Gala Review & Debrief – A Google spreadsheet is maintained that has a wealth of information. Everyone has access to this. Patrick said it is tricky to collect on IOUs. There was some discussion of the organization before and during the event. We made \$5,305 but have another \$500 to collect. In the final analysis we will make just shy of \$4,800.

Overall we considered it was a very successful event, however, our numbers are lower. There was some discussion over what really went well and what we might improve. We might want to look at a better connection as to who we are and what we are all about. The advertisement in the Mountain Times was beneficial as several folks said they saw the ad and came to the event.

There was a discussion over the quality of the videos that we use. We are very disappointed with them.

We will continue to talk about the viability of continuing this event or if we should try something different.

VI. Finance/Budget Reports: FY 18 budget to date/ FY 19 Budget - – Bank balances.... Money Market (Building Account) \$37,498+ checking account \$47,040. Comcast money came in (about \$47,000) but the VTel money has not yet. VTel amount will be around 4 – 5,000. It is due in by May 15. The projection is we will end the year about where we think it should be.

We have \$25,000 pledged but not received from the Building and General Services, State of VT. It is intended for the rest of the build out...the control

room and the conference area. We will not receive this by the end of the fiscal year. We need to figure this out sooner rather than later as it needs to be used by the end of the calendar year. The board needs to figure out details of what we will do so we can determine how much we need to raise.

Fra and Patrick will meet to figure out how much is in the equipment fund and how much is in the building fund.

We are over budget in some areas and under in other areas.

Scott, the new town manager, has been in the studio and will hopefully do some shows to talk about town business.

We will need another meeting to prepare our budget for FY 19.

VII. Plan and set Date for Annual Meeting/Open House - We need to have our annual meeting by the fourth Thursday in June. Patrick feels we need to offer some awards again to recognize people.

Sharon felt she could help secure the awards. We will look to have one community service award and three producer awards. The date for the annual meeting was set for Wednesday June 27... 6 pm for the reception with food and the awards with the meeting 6:30. Patrick will figure out food needs for the evening.

VIII. Board of Directors Elections – Currently we have 9 board members, however, Sharon CF has resigned and so did John Clinch. There was a discussion on how many people we really need on the board. Patrick feels 7 was a good number. There was a discussion on recruitment. We will look for candidates and then we can make a decision on how many directors we want. The ballot should be ready by June 13. We discussed various ways to advertise for the director openings. Patrick and Lou will meet to prepare/review the advertisements for directors.

XI. Other Business - Patrick talked about the need for help to cover June activities and graduation.

The next meeting is June 7 at 5:30 at the station.

IX. Adjourn – There was a motion to adjourn by George and seconded by Lou. The motion was unanimously approved at 6:40.

Respectfully Submitted,

George O. Thomson
Secretary