



Administrative

- Board Re-Organization / Committees: Now that there the Board Committees have been named, each one should select someone as a chair. The chair would then be the point person to coordinate tasks, meetings, & reports to the Board. I recommend assigning the chair roles at this week's Board meeting.
- Financial: The Finance Committee recently met to discuss the soon-to-be-received State of VT appropriation, which is \$20,000 more than we projected when putting together the budget. Also, I have sent our CPA, Janice Graham, all the documentation her office needs to complete our tax return (Form 990). The filing deadline is November 15th. I am still waiting for a response to our credit card increase request from M&T Bank.
- Strategic Planning: The Board held a strategic planning "kick off" retreat in May. What are our next steps? My recommendation is to set a date for the next retreat session, where we can dive in a little more deeply.
- PEG Funding: VTel payment for 2023 Quarter 1 was received. The total was \$5,700, which is down just .5% from the same quarter a year ago. The Comcast payment for the same quarter was just over \$43,000 and is down just 1% from the same period last year.
- VAN Advocacy Work: I will be participating in a VAN-sponsored webinar on legislative funding with our strategic consultant, Action Circles next Tuesday (9/26). The purpose is to prepare us for the work ahead during the upcoming legislative session.
- MOU with SAPA: Our Memorandum of Understanding with SAPA, re: designation from Comcast for the Town of Reading is now signed and "on the books".
- Professional Development: As mentioned last month, I am making it a focus to provide professional development opportunities for all staff members. For my own, I will be taking a week-long production workshop at the Maine Media Workshops in Rockport, ME Oct. 9 -14. I am looking forward to this. In addition, I have subscribed us to LinkedIn Learning (formerly Lynda.com), which offers thousands of online tutorials & classes, with a heavy video / TV / film production focus (and many other categories). I think this will be a great opportunity to be able to offer not only staff, but also volunteers & our members. Lastly, our national membership organization, Alliance for Community Media, is holding its annual northeast regional conference this year in Burlington (hosted by our colleagues at The Media Factory & CCTV). I will be sending at least 2 of us to attend that. The dates are Nov. 15-17.
- Job Opening: We are still looking to hire for the combined Program Scheduler / Fill-in Producer position. Ideally, I would like to find one person to fill both roles, but alternatively, this can be split into 2 separate positions (one at approx..15 hours / week and the other as needed, perhaps 3-4 days per month).

Community Engagement / Outreach / Production

- Social Media & Marketing Work: Abby has been prolific, churning out new graphics for us, posting to social media, and bringing fresh energy. In her short time with us, she has brought a lot of value.

- RVTC Advisory Committee: I will be attending the River Valley Technical Center Advisory Committee meeting for the Audio-Video Production program (Zach McNaughton's program)
- Cavendish Town Office: I am working with Cavendish Selectboard member Shannon Devereux (and former Board member of ours) on developing a proposal for outfitting the Town Office with an AV system to support hybrid meetings, much like what is in place in Plymouth & Mount Holly. They are planning to use ARPA funding, as in the other Towns.
- Reading Town Hall: I am helping address some sound issues in the meeting room there. It sounds as if the Town will be using some of its ARPA funding to make acoustic improvements in the room. The next step after that will be to consider installing an AV system similar to the aforementioned locations.
- Plymouth Town Office: Back in the Spring, I disassembled the AV system & moved it out of the Town Office, as they were preparing for a large renovation project. That project is nearing completion, so we will need to get it all set back up again. The good news is that we will be able to go back to using it for the meetings and will have an improved workstation.
- Ludlow Town Hall: The needed improvements with the AV system and workstation in the auditorium are still a slow-going work-in-progress. Just this week, I brought in a vendor to look at it with FOLA Board members and me. It's the same vendor who installed the Mount Holly Town Office system. He will be getting us a proposal soon, which will require Town approval.
- FOLA Film Festival: The FOLA (Friends of Ludlow Auditorium) Board would like to partner with us on a snow sport-themed film festival. I think it's a great idea and opportunity for us to work together on something different. Scott Stearns from the FOLA Board will attend our meeting this week to discuss the idea.
- Skate Park Re-Opening: Rebekah is working on a video project to document the re-opening of the Ludlow Skate Park. There will be a re-opening celebration on October 7th.
- Chili Cook-off / Cider Days: The same day as the Skate Park re-opening are the annual Ludlow Chili Cook-Off and the Mount Holly Cider Days events. Rebekah will be at the Chili Cook-Off, with a new volunteer (Shawn Kershaw, who also helped with the Chamber's "Best of Summer" event in August). Peter will be at Cider Days. I will be off to Maine that weekend (getting ready for the workshop, which starts that Monday). If anyone from the Board is around & planning to attend any of these events and might be available to help with a bit of video coverage, let us know. These are fun events and serve as excellent outreach / community engagement opportunities.
- Promo Materials / Merchandise: Speaking of attending events & community engagement, we do have a need for new promotional materials and merchandise such as hats, shirts, etc. We have the sandwich boards, which are great, but not always practical or useful to have at events, where we might be roaming around. T-shirt design is also an area of Abby's creative talents, and we've started to discuss some possibilities. But I think we first should have a Board discussion about what materials we would like to prioritize. I am thinking – in no particular order – this should include polo shirts, t-shirts, hats, refrigerator magnets, and pens.

Fundraising

- Grant Writing: A \$25,000 grant application was submitted to the State of VT Buildings & General Services for the "Building Communities Grant", towards the completion of our facility. Now we wait for an answer, which will be several months down the road. Meanwhile, I am working with our grant writer, Rebecca, on other proposals.
- Membership Drive: We have begun to distribute information about the membership drive, using new graphics that Abby created. This is something we typically kick at the start of the fiscal year

(July), but the flooding made that difficult. This is an effort with which the Board will need to engage. I recommend having a Community Engagement Committee meeting to discuss a strategy.

- Testimonials: We have been recording short testimonial videos to be used in fundraising efforts (like the membership drive & grant applications). We can always use more (hint, hint!)

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