



## Director Report September 2021

### Personnel / Administrative

- We lost Fred Marin, a friend to many, and our Programming Coordinator for the last 7 years (prior to that, he served on the Board for 5 years). He will be missed. There is a posting about his passing [on our website](#). An email was sent out earlier this week; we have received many responses of condolences and kind words about the man.
- We have had the part-time Field Producer position posted for the last month. We have had a couple of interested and qualified candidates. I am trying to re-work the job description to include program scheduling tasks, which would make the position more like 20 or 25 hours per week. (Fred worked 20 hours per week doing program scheduling)
- I am hoping to revamp the discussions our Board has had previously on the idea of shared staffing and the pooling of resources and other forms of collaboration with our neighboring colleagues. It's time to start laying some groundwork.
- Our 5-year strategic plan was written in the Fall of 2015, and formally adopted at the 2016 Annual Meeting. With the changes in our operations, technological advancements, and the newer concepts of regional collaboration, I encourage us to begin the work on a new strategic plan, to look towards the next 5 years. This should be a priority over the next few months.
- Paula VanGuilder is going to start cleaning for us – to start, she is coming in once per month. We have not had consistent cleaning since before the COVID shut down.

### Programming & Production

- We continue with all of the regular meeting coverage (which these days have been either exclusively “in person” or a “hybrid” format). Eric & I have managed to handle most of the coverage ourselves, but this week I ‘m grateful to Noah, who has covered meetings on 3 consecutive nights, while Eric is on vacation and I’ve been covering other meetings. Last week, John Cama recorded a meeting in Plymouth for us. It will be good to have someone fill that vacant Field Producer role. Even still, as Eric brought up during the Annual Meeting, it would be great to have at least one Board member take one meeting per month. We often have multiple meetings to cover on a single night; sometimes it’s as many as 3.
- In addition to the meeting coverage, we have taken on some other community-based productions over the last several weeks. These have included: *coverage of the Chamber of Commerce ‘Best of VT Summer Festival’*, *The Break Maids in concert on the Proctorsville Green*, *Ludlow Rotary Clock Tower Dedication*, & *Ludlow Dog Park promo*.
- There is a volunteer covering Green Mountain boys’ soccer games this season (Amy Mosher, a parent of soccer players) – this came out of the work that we did with the basketball game coverage & live streaming we did back in the Winter / Spring. I’m pleased to have the soccer games to share with the community. Maybe someone will want to record the girls’ games. Know anyone?
- We will be receiving some of the Mill River Fall sports games from Rutland PEG TV this

season as well.

## **Community Engagement / Marketing & Outreach**

- Hybrid Meetings & ARPA:
  - Wearing my Vermont Access Network (VAN) Board member hat, I reached out to the Vermont League of Cities & Towns (VLCT) to ask about collaborating on an online forum about using ARPA funds for hybrid meeting equipment & broadband infrastructure in Town Halls & offices. There is a lot of interest in this topic. VLCT is already hoisting a series of online “Town Halls” for municipal officials a the end of Sept. & beginning of Oct. They want to dedicate a segment on their Oct. 4<sup>th</sup> Town Hall to this topic. I think this will be very helpful, to get municipal officials, regional planning commission members, VLCT, and VAN members (us) all in one place talking about this. Just speaking for myself, I have personally had several different individual conversations with various municipal officials in the Towns that we serve about this very topic. Everyone has similar questions - the forum will be the go to place to get all of those, and other questions, answered, and to help the Towns make informed decisions.
  - In Ludlow, I have meet meeting & discussing with an ad hoc committee .(including Town Manager Scott Murphy, and FOLA members Ralph Pace & Jim Alic) about AV upgrades in the Town Hall auditorium & conference room. It sounds as if the Town will be making some of those upgrades, including sound system improvements and the installation of robotic cameras.