



## Director Report July 2022

### Administrative

- Board News / Officers: The Board of Directors will re-organize at the July 26<sup>th</sup> meeting. During the re-organization, Officers shall be elected, committees appointed, roles & responsibilities reviewed, and regular meeting dates & times set.
- Personnel: We are operating very smoothly with the current staffing rate. With the addition of the temporary help we are getting from Sarah & Gavin, we are now at 3 FTE. This is a good staffing level for us. When Gavin leaves for College next month we will be down to 2.75 FTE or thereabouts. Sarah is with us through January. We will have a need for additional staffing at that point, if not sooner. There was a hope that we could develop shared staffing, with a regional partner, and things were until recently getting close with Woodstock Community TV, but that is now on the backburner.
- State Support: It's official- VAN (our statewide membership organization) is receiving a \$600,000 FY2023 State budget appropriation for, in support of PEG Access. As with the last contribution (a \$300,000 appropriation as part of the State's FY2022 budget adjustment), this will be shared equally among VAN members. This means we will be receiving \$25,000, as projected in our budget.
- Committees: As mentioned above, one of the tasks during the re-organization is to appoint committees. We have the 4 regular committees: Personnel, Finance, Community Engagement, and Buildings & Grounds. This year, we have a need for at least one ad hoc committee: to review organizational policies. Our Policies & Procedures have not been updated in many years (some policies are now 20 years old). Our personnel policies have not been reviewed in 10 years. And we do not officially have any accounting policies (we have some drafts, but they were never formally adopted).

### Fundraising

- Summer Membership Drive: In recent years, we have coincided a membership drive with the start of the new fiscal year. This requires a concerted effort among Board and staff. We, the staff, produce & distribute the promotional materials – this includes short video promos, social media posts, digital signage (“bulletin board”) announcements, news releases, eblasts (email newsletters), etc. The Board can help by reaching out to friends, neighbors, colleagues, etc. We have past members who we invite to renew, and then there are the new prospective members. This effort is typically overseen by the Community Engagement Committee. In FY2022, we projected \$2000 in membership contribution revenue, which represented a slight increase from FY2021 actual revenue of \$1525. We fell a bit short of that projection, with FY2022 actual revenue coming in at \$900. This year (FY2023), the budget projection is \$1500. The time is now to roll out a Summer membership drive. This means we need to mobilize the new Community Engagement Committee for this task.

### Production / Programming

- Election Programming: We have been receiving a lot of candidate interviews and forums, ahead of the primaries on Aug. 9. Much of this has been candidates for Statewide & higher office. There has not been as much for the local State Rep. and State Senate races. We have been involved with the production of some of these programs. Both of the Democratic

candidates for the Windsor County Sheriff recorded in the studio. Gerald Malloy, Republican candidate for US Senate, recorded several short campaign ads (the material from which is being used by his PAC for broadcast ads—this is an area around which we need to address in our policies). We also had a 3-person crew at the recent US House candidate forum at Ludlow Town Hall, sponsored by FOLA (Friends of Ludlow Auditorium).

- Production Service for Hire: We were once again contacted by Lake Rescue Association to produce its hybrid Annual Meeting, which is the first Saturday in August.
- Meeting Coverage: In addition to the regular monthly meetings that we cover, we are pleased to have the addition of the new Ludlow Rental Registry Committee. Thanks to Bob Greenawalt for recording the first couple of these.
- Summer Concert Series: Sarah & Gavin have been recording some of the Summer Concerts on the Green (so far, in Proctorsville & Belmont). They'll be doing some others, over the next few weeks.
- Mount Holly Community Historical Museum: By request, we provided coverage of a recent presentation on the CCC Camps. Gavin did that one.
- Community Events / Outreach: The 2 above projects are part of our regular "pro bono" production services that we provide. The goal is for us to provide coverage of an average of 2 community events per month (outside of government meetings). We try to "spread the wealth" so that different organizations benefit. This a great outreach tool for us, to engage with community organizations & their members.
- Coolidge July 4<sup>th</sup> Events: Thanks to Pat Moore for covering a whole slate of events up on Plymouth Notch in celebration of July 4<sup>th</sup> (also Coolidge's birthday). Each year, we try to find a way, either through paid staff or volunteers, to get some coverage of the events. This year, Pat covered them all! Over the last few years, we've received a specific request for the Coolidge Cup debate championship, which happens later that day (and which Pat also captured).

## Other

- WCTV Collaboration: As a means of protecting our long-term sustainability, our Board has discussed the need for regional collaboration. There are a range of possibilities that have been being considered, but it required having these conversations with other willing parties, starting with our neighboring colleagues. There were on & off discussions over the last couple of years with other access stations in Windsor County (SAPA, CATV, Windsor on Air, & Woodstock Community TV, aka WCTV). Over the last year, talks with WCTV gained some traction, and it seemed like we had the start of a budding partnership. We agreed to providing production services to WCTV Board for the month of June. Then, WCTV Board Chair Jennifer Grant attended our Board meeting. Another WCTV Board member joined remotely. There was some discussion about how we could move forward. I then attended the WCTV Board meeting the following week. After that meeting, the make-up if the WCTV Board changed, as did the station's short-term plans.
- Ludlow Town Hall: The AV installation has gone through a lot of starts & stops. Because of this, we have not yet used the new system, and it will be a bit of trial by fire, as the Town would like to start using it for all meetings starting next Monday. Last week, we recorded the candidate forum, where we were using the updated sound system. There are kinks to work out, and I have stressed the need to have someone else in charge of "house sound" (i.e. room amplification), at least in the beginning and get those kinks ironed out. The issue in the past, and what could still be an issue going forward, is no one has really been familiar with the system to deal with issues as they come up (and historically speaking, they've always

come up). And it's not always realistic for us to have our crew person deal with house sound, when they are focused on the production. This will be even less realistic with the addition of remote / hybrid participation. It would be too much to juggle for one person, at least as we're getting the workflow established. The one big hitch in the ability for remote / hybrid meetings & events is the internet capacity of the Town Hall. It is currently on a DSL connection, and the bandwidth is nowhere near enough. This is getting upgraded to a fiber optic connection, but not for another 5 or 6 months. The Town would still like to try to have hybrid meetings, even though there might be issues with quality & connectivity.

- Plymouth Town Office AV System: This installation is scheduled for late August. This is a less complicated set up than in Ludlow and the building has a high speed internet connection, so this should go smoothly.

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