



## Director Report June 2022

### Administrative

- Board Resignation: Sharon Huntley has resigned from the Board, upon accepting a new job for the State of Maine. She moved to Augusta last weekend. The Board has accepted her resignation and with that, it is now a 7-member Board through the remainder of the fiscal year (until June 30<sup>th</sup>).
- Board Nominations & Recruitment: Since the Board supports maintaining 9 members for next year, there are now 4 seats to elect. At present, there are 4 candidates. Current Board members should finish up with any recruitment of candidates so that the ballot can be put together next week.
- Election: It was discussed that we would conduct the election the same as we have done for the past 2 years- electronically, using Survey Monkey, If anyone wishes to have a paper ballot, they may request one or stop in to pick one up prior to the Annual Meeting or come to the Annual Meeting.
- Annual Meeting: Thursday June 23<sup>rd</sup>, starting at 6pm. We should have some refreshments on hand; let me know if anyone can help coordinate with that.
- Part-Time Temp. Positions / Internships: We have 2 new temporary production employees working with us: Gavin Greenawalt is a soon-to-be-Senior at Champlain College, whose parents live part-time in Ludlow. He will be with us through mid-August. Sarah Bennett is a Bennington College student who will be taking the Fall Semester off and will be working with us until early February. Each one will be working an average of 15 hours per week.
- Partnership with WCTV: We have begun providing some production services at their request. Last weekend, Gavin recorded a talk by Howard Coffin at the Bridgewater Grange Hall for the Bridgewater Historical Society. This Friday, we will be recording Woodstock UHS graduation. And at the end of the month, we'll be producing a showcase reel of the Bookstock annual literary festival. We are being paid for these production services. This is the extent of the relationship. I suggest that we submit an outline of a proposal to the WCTV Board for FY2023, covering the full extent of what we envision. It should be presented ASAP, so we can discuss and get something in place in the near future.
- FY23 Budget Planning: I have a new draft of the FY23 budget for your review. The Board decided at the last meeting to prepare a budget without the WCTV considerations factored in (because there are still so many unknowns), and when the time comes, the budget can be amended. The biggest drivers as always are the Comcast / VTEL "PEG Fee" projections. Together, they We have been seeing a leveling
- Financial Planning: We still have some decisions to make, as far as A) what to do with what is currently in the Money Market account (a combo of "Building Fund", "Equipment Fund" , & reserves), and B) what to do with the Net Operating increases over the last two years. The Board needs to formally decide what to do with these funds. I recommend a portion of the net increases and a portion of what is currently in the MM account be used for the building project, and that we finance the remainder of it so we can get it done.

### Fundraising

- Building Digital Capacity grant: In April, we submitted a request for a multi-year grant in collaboration with WCTV, to provide digital media services to arts organizations throughout the region. The application was not successful, but it did lay the groundwork and create

awareness of the sort of services we can provide. There is interest on behalf of the arts organizations that we approached. There is an opportunity there.

- More Opportunities / Outside Help Needed: With some of these new opportunities, there are also funding opportunities to explore. This is an area where we could use some outside help, to explore funding options, oversee the grant writing process, help with under fundraising initiatives.

### **Outreach**

- Awards: We have been giving out 4 producer awards for the last several years: for Producer of the Year, Youth Producer of the Year, Outstanding Achievement, & Community Impact. This year's awards are ready to be given out at the Annual Meeting. Thanks to those who provided input & voted. It's likely that only 1 of the recipients will be in person at the Annual Meeting; at least 2 are joining remotely. W

### **Production / Programming**

- Graduation coverage: It's been a busy couple of weeks, as we have taken on the production of the graduation ceremonies for 2 high schools (Green Mountain & Woodstock), and several elementary schools (CAES, CTES, LES, & Mount Holly School). The Green Mountain graduation was a joint production with SAPA-TV and was streamed & televised live. We also live streamed & televised the Senior Awards night for GVM the Friday before graduation.
- Extra coverage / WCTV Partnership: As mentioned last month, we are now in an agreement with Woodstock Community TV (WCTV) to provide production services for events in & around Town. As mentioned above, we covered the HS graduation. Actually, Gavin & Sarah covered that one together. We also covered a presentation at the Bridgewater Grange Hall (Gavin), and we have Bookstock this week, on Friday & Saturday. That one is a bit more involved.
- Work with Two Rivers-Ottawaquechee Commission: We are also working with the Two Rivers Ottawaquechee Regional Commission on 3 flood-related educational videos: one on the FEMA buyout program, another on flood resiliency, and another on general flood risk. Okemo Valley TV is being hired to do some of the production on these videos.
- Divided Sky Fun Run: Thanks to Noah & Pat for helping Rebekah out with the coverage of the 5K Fun Run back in May. It came out great and has been viewed by many thousands of people near & far.
- Supporting Children in Ukraine: We finished up the children's book project with Linda Thomson- "Harry Goes to Save the Children of Ukraine", which is her latest edition of the "Harry the Hypnotamus" series. The books use hypnotherapy practices to help children cope with stress & anxiety. Jane Hart illustrated the book, and it was read in Ukrainian by local resident Svetlana Phillips (who is from Ukraine). The book reading has been sent across the globe, to be shared with the Ukrainian children. This is such a great example of "think global; act local".
- Election Coverage: We are currently in election season, with the primaries coming up on August 9<sup>th</sup> and the general election in November. We have been going "full tilt", between the graduations and Woodstock collaboration, but in July I would like to make this more of a focus, by reading out to candidates and making sure they know about the opportunity to use our services. I would like to find someone to moderate / host candidate forums and/or interviews with candidates for office. If you are interested or know someone who would be good, please let me know!
- You Tube Problem: Unfortunately, we have been experiencing problems with the linear (24/7) streaming of our TV channels on You Tube. The algorithms are picking up on violations that are related to our community calendar / bulletin board. Most likely it is the background audio source that is creating the problem (we use a feed from community radio

station WOOL FM, which is above board & not in violation of anything, but it's hard to argue with robots). I have appealed the latest decision but I feel like it likely won't go anywhere, We had a "strike" placed against us last week, which meant that we were unable to stream or upload any video for 1 week...and that caused a real problem with GMUHS graduation – but I came up with another solution. Now, just a week later, we have received our 2<sup>nd</sup> strike, which means we are treading on thin ice. We need some help with this. In the meantime, I have looked into other solutions for live 24/7 "linear streaming of our channels. There really isn't a good solution out there, at least not a cost effective one. But there are some options, and I will continue to evaluate & research. We do want to offer this service, since it's a way to provide the ability to "tune in" to Okemo Valley TV from anywhere, without needing to have cable TV. In the last year, River Valley Technical Center students built 2 servers for us, for this very purpose.

### **Building Project**

- Architectural: We last discussed how to approach the architectural services needed in order to get the final phase of building renovations out to bid. We need updated floor plans showing details of what's been done vs what hasn't.
- Efficiency VT: I have requested a consultation and site visit, to review any new information and availability of rebates for weatherization & other efficiency measures, to incorporate into our final phase

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