

## **OVTV Regular Board Meeting**

**Thursday, August 20, 2020 at 5:30PM held via Zoom**

### **Minutes**

**Present:** Sharon Huntley, Pat Moore, Don Richardson (phone), Noah Schmidt (phone), George O. Thomson (phone), Patrick Cody, Executive Director, Okemo Valley TV

**Absent:** John Cama, Wendy Regier

**I. Call to order/Consider and Adjustments to the Agenda** – The meeting was called to order by President Noah Schmidt at 5:37 pm. There were no adjustments to the agenda.

**II. Review meeting Minutes (July 22)** - Pat made a motion to approve the minutes of the meeting of July 22 as printed. Sharon provided a second. The motion was approved unanimously.

**III. Communications/Public Comments** – Patrick had no communications or public comments at this meeting.

**IV. Director Report** – The Director’s Report was emailed to the board. Last month staff took well deserved time off as they needed a break. Patrick said they are back in the station one person at a time working from 12 – 5 pm and are getting back into a routine. They are doing one or two shows per week following all the precautions from the CDC...masks, social distancing etc.

There are enhanced capabilities with the new equipment. They hope to start some live streaming of government meetings and programming. There are two Zoom accounts to handle all the meetings so that the station can support all the local town meetings via Zoom.

Patrick said we need to focus now on outreach and marketing. He would like the committee to get together soon. Sharon suggested he just send out an email to Sharon and Wendy suggesting a couple meeting dates and they can discuss plans on line.

Patrick shared that OVTV was selected to be featured in the Okemo Valley magazine this fall which will come out in Oct. We are expected to write the article ourselves and can talk about how we adapted during COVID, what services are available, and anything else we want to share about our story. Patrick has worked on the article and has submitted a draft for them to edit. The editor is a big supporter of public access TV and is on board of Brattleboro TV. She offered to help with it and will work collaboratively with us.

Patrick suggested that the potential Advisory Committee might help with outreach and marketing with some of their tasks.

There was a discussion about the possibility of doing a community wide survey as there has not been one for a long time. It might be helpful as we consider a new strategic plan. The two can certainly be tied together.

School outreach.... Patrick has been talking with the new superintendent about how we might better streamline the broadcast of meetings. We will take over the recording of the meetings so they do not have to deal with the technical part. There is a new survey about opening of schools and a virtual learning community and the station might possibly help with that. Patrick will reach out to see if we can help.

Our Facebook page is still not working. Patrick is still trying to get this fixed but no one seems to be able to help. When there is time, we need to figure out a new solution. Sharon suggested perhaps that can be something for the Marketing Committee.

Administrative and Financial... Last month, it was reported we had not received our first 2020 quarter payment from VTel which was due May 15. This had an impact on last year fiscal budget. We did receive it after several communications, but it was two months late. The second payment is due and already a couple weeks late. Patrick will follow up.

Legislative work... Before the break of the legislative session in July a COVID relief bill was passed. We are eligible to get money for added expenses due from COVID pandemic. There is a spreadsheet that VAN developed that we need to fill out. The disbursement will be broken out in two rounds.... March – June 30 and the June 30 – end of year. The next round will be easier to complete since we now know what information is needed. It will be harder to submit the information for

the first round as we need to go back and analyze expenses to determine increases due to COVID. The additional funds will help the budget

There is also a state wide panel RFP to hire a consultant to do an audit of operations of all the stations in the state and help figure out possible new funding sources hopefully with support of the legislature.

Patrick said he needs a new contract since he has not had a new one for three years and much of what he does has changed. He would like the Personnel Committee to meet to go over the job description and revise as necessary and prepare a new contract for him.

VAN is working with Comcast on behalf of all the stations to create a template for a new contract. There has not been a contract for three years.

VAN is also working on a statewide channel on Comcast which has been discussed for some time.

## **V. Review Committees – Appoint Chairs and Set Meetings**

There have not been any committee meetings since the last meeting in July, however, Patrick and Noah talked about some ideas for the committees to consider.

Wendy hopes Sharon will head the Fundraising/Outreach/Marketing Committee – As mentioned previously, there may be a couple of folks to help advise and Patrick said some people have expressed an interest. Patrick suggested we need to figure out priorities and goals first.

Finance Committee - John will head up. This committee needs to meet soon as we need to adjust the budget and have the board vote on it prior to September 30. Patrick has first draft of a budget which he sent out, but it has not been reviewed by John who is on vacation.

Personnel Committee - Noah will head that committee. The committee will need to look at Patrick's old contract and amend it with new tasks and look at the job description revising it as necessary.

Nominating Committee - GOT will head up. There is no election coming up in the near future but the committee needs to talk about the possibility of the advisory committee and what we might expect/ask of an advisory committee.

Building and Grounds Committee – Don will head up. There is still some work to do in the studio... finish painting, figuring our doors, flooring and finer details. Patrick suggests we have a conversation with

Scott about some outside improvements and maintenance. It was suggested we might want to do a walk through and create a list of what needs to be done.

**VI. Financial Report: FY 21 Budget Adjustment Draft** - Patrick talked about the report he emailed out to the board. It has five columns and he briefly reviewed what they each were. FY Draft 1 was being prepared and then put on hold for a variety of reasons. In May, because of COVID and many uncertainties, it was decided to level fund the budget so the draft was put on hold. The FY 20 budget that was approved at the annual meeting was to be amended when we had more information and be adjusted by the first quarter. Patrick worked on a revised budget himself as John is away. Patrick explained the meaning of Annual Capital/Operating Income and /Annual Capital/Operating Expenses.

We only owed two months for the VEDA loan and that is why there \$730 for the line item for the year. The VEDA Loan is now paid off. As usual our main funding is through PEG franchise fees (lines 2010 and 1010 in the budget). The good news is that we know they are not going down and we might actually see a small increase. For budget purposes, they are level funded at the same level as last year.

Patrick is not sure what will be in line 2070 (special restricted capital funds). As a result of Comcast settlement, we received \$20,000 in capital revenue and \$3,500 for operating revenue. This is a result of discontinuing the live drops that were in place (schools and other locations) and also for free internet service. The settlement money is to be used for live remote or internet upgrades. There was a proposal distributed June 3, 2020 showing how we might spend the money (Patrick will send it again to the board). There is \$15,000 remaining which can be spread out over the next few years.

Of the \$3,500 received for Operating, we used \$3,000 to announce the channel change and for advertising. We expect to get some of that money back from the post office once our bulk rate is approved for the mailing we already did (hopefully).

Sharon asked if it is possible to overhaul the website. Patrick said Drupple is the web system on which our site is built starting 13 years ago. There is so much built into it, it would be hard to change and Drupple has lots of functionality. We contract with someone to do the coding for us but we have the capability of changing much of the interface on the website. Sharon suggested we might

possibly have attractive ads on the front page. Patrick said he can meet with Sharon to discuss as part of Marketing and Outreach.

Line item 1120 – Restricted Operating Finds on the proposed budget for \$20,664 represents anticipated COVID relief funds.

In conclusion, the overall picture appears to be better because of COVID money.

## **VII. Review of 2015-16 Strategic Plan and Consider Work on 2020 Plan**

Patrick previously provided to the board a link to the five-year strategic plan that was developed in 2016. We were in a very different position then. The plan was very brief consisting of only 2 pages. Since funding is in jeopardy, what we can do in the future is very uncertain. There has been several discussions during the past few years about possible collaboration with other stations. The list has been narrowed to those in immediate region. When we receive the expert analysis audit of operations, we will receive suggestions on how can we might operate more efficiently. There might be some support for consolidation of staffing and programming. We need to look at who are we and if we can we exist in five years if we do not make changes.

It was suggested that we each review the current strategic plan prior to the next meeting (make some notes), see what we have accomplished, determine if it still makes sense, amend and set some goals. With everything that is going on now how does it change our outlook? We need ideas on possible amendments and how we want to proceed. We should really try and review the plan each year. Once we have done that we can decide if we need a separate meeting.

**VIII. Other Business** - Don talked about a “Button up Vermont” initiative which is something that is endorsed by Efficiency Vermont. Details of this program will be available by the first of the month. He would like to bring a representative down for a meeting at the station to learn more, see what it is and see if the program is anything we want to engage in. We might then want to consider an Energy Efficient workshop. Don suggested the building is probably not a very energy efficient, however, Patrick said parts of project completed were done with Efficiency VT support and funds so some parts of the building are energy efficient. It was mentioned that we might possibly record a program on it when the representative comes down.

Patrick mentioned that he still needs the “Code of Ethics” documents from some board members. He will send the form out again to those he has not yet received it from.

Patrick also mentioned that he just received information from Fred about the TRSU Virtual Academy and he will be reviewing this information and offering the services of OVTV to help out.

**IX. Confirm Next Meeting Date(s)** - Sept 17, 5:30 pm. It is yet to be determined if we can meet in person or if we will hold a Zoom meeting.

**X. Adjourn** Noah made a motion to adjourn which was seconded by Don. The motion was approved by all and the meeting concluded at 6:48 pm.

Respectfully submitted by,

George O. Thomson  
Secretary.