

OVTV Regular Board Meeting

Thursday, September 17, 2020 at 5:30PM held via Zoom

Unapproved Minutes

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

Absent:, Wendy Regier

I. Call to order/Consider and Adjustments to the Agenda – The meeting was called to order by President Noah Schmidt at 5:35 pm. There were no adjustments to the agenda. He indicated that time limits were added to the agenda to help us be efficient.

II. Remote Meetings –“Housekeeping” Notes & Best Practices (5 minutes) Patrick reported OVTV has been doing many meetings via Zoom for several months and hosting many of the town meetings. There have been some problems which can be addressed if everyone adheres to some “Zoom etiquette.” The experience would be better if all people followed certain guidelines. Using a gallery view is helpful as you can have eye contact. Patrick suggested participants keep themselves muted except when talking to limit background noise. Eric showed the participants how to gain recognition to speak by “raising a hand.”

III. Review meeting Minutes August 20 - Sharon made a motion to approve the minutes of the meeting of August 10 as printed. John provided a second. The motion was approved unanimously.

IV. Communications/Public Comments – Patrick said the only communication this month was a resignation letter from Wendy. She has some family considerations and was having a problem doing the remote meeting and really did not feel engaged virtually. She said she will volunteer as she is able. GOT made a motion to accept her resignation with regret. John seconded the motion. It was passed unanimously. The board unanimously said they would be eager to have her back when she is able to volunteer.

V. Consider Appointment of Board Member (10 minutes)

According to the bylaws, the board has the authority to appoint someone to fill the vacancy. Patrick confirmed in the past when there was a position to fill, the board reached out to the person who received the next highest number of votes in the last election. He said Will Harris was the person who was the next highest vote getter. The board agreed to offer the position to Will. Patrick will contact him to see if he is interested in accepting a position on the board. It was suggested that he be given a week to decide.

VI. Financial Committee Report – Bank Signatures & Resolution, Budget Work, Tax Preparation (10 minutes)

Don, Patrick and Noah met earlier to go over financial issues. GOT made a motion to add John and Noah as signers for the OVTV accounts and to remove Julie Bowyer and Fra DeVine as signers from the accounts. The motion was seconded by Sharon. The motion was unanimously approved. GOT will need to sign the resolution once the signatures have been executed.

VII. Review Proposed FY21 Adjusted Budget Adjustments and Consider Approval (30 minutes) When Noah, John and Patrick met, they also worked on the proposed budget. We received money from Comcast as part of the settlement and also expect to receive some “COVID money.” As a result, we are projecting that we will have a larger surplus than we originally anticipated. The last several years we had surpluses but we project we will have an even greater one this year. Our balance sheet and the budget sheets do not match as we do not show any carryover on our budgets. Several years ago there was a discussion on what to do when we have a surplus. Patrick recalled we would put a certain percentage of the surplus in a reserve fund and some in a building fund. He will do some research to see if he can see what was discussed in previous meetings.

The 990 tax forms are soon due. Janice Graham and Company from Woodstock has prepared these for us the past few years. Patrick has furnished her with all the information she needs so she can reconcile the books. The forms should be prepared and submitted on time. Patrick discovered the books have not been reconciled monthly which is important. John said he does not think it is that difficult to balance the books on a monthly basis since we probably have less than 20 entries per month so we may want to consider internal options to do this.

Patrick shared a document - *OVTV FY 21 Budget Priorities – September 17, 2020*.

The categories on the document include.

- ~ Address changes to budget since July 1
- ~ Use of Comcast Settlement Funds
- ~ Address marketing needs
- ~ Maintain staffing levels at minimum
- ~ Equipment Needs
- ~ Reserve Fund

He went over each of the items and explained details to the board.

Patrick also shared a copy of the proposed budget sheet which includes three columns... FY21 Budget approved, FY 21 Actuals as of 9/17/2020 and FY Amendment Draft # 1

He went over the changes at that were discussed by the Financial Committee. The items in yellow were the suggested changes. He is recommending a 3% cost of living increase for everyone. The committee suggested the budget includes money for professional services. In the past this line item only included money to pay the website contractor. Noah suggested we

increase the depreciation fees now that VEDA loan is paid off. This could give us more money for other things like equipment when needed. Patrick feels we need to update the website and change the platform to a simpler form that would give us more flexibility. He has added a marketing position at 4-5 per week which will cost about \$7,000. He suggested we might want to break out the line to so what the professional service actually entail. There is a new contract for heating fuel with the town which results in a very low rate which is good for us. Patrick also said that the utilities line item 2080 is broken out to specify internet service, software and data storage.

We will move the Comcast money from Capitol Special Restricted funds to Restricted Operating Funds to cover the cost of internet for the next 5 years.

The end of year net income is projected at \$14,000+. We need to vote on the budget by September 30 so we need a date later in the month for a quick meeting to vote on the budget.

VIII. Other Committee Updates

Marketing - Patrick and Sharon met and started talking about revenue streams and how to increase membership. They both attended a webinar today that was on fundraising. In the webinar, they stressed encouraging the board to ask for money. The message was not to be discouraged that this is not the right time to ask for money. We could use our Mailchimp account for non-profits to help with this. We need to gather and always request emails for everyone associated with the station for any reason. According to the webinar, this is more valuable to have than actual physical addresses.

We need to get publicity out there to make sure people know what we are doing. Folks need to know there are fun and interesting things happening at the station. The webinar also suggested collaborating with other stations. We were reminded that we all need to renew our personal memberships. Sharon also said we need to do a membership drive which perhaps the marketing person could help with. We also need a way to easily get to a link on the website where folks can donate.

Sharon has asked that each board member give her 10 names and email addresses of community minded and community TV minded folks who might consider being a member of the organization. Patrick and Sharon will be meeting again to discuss marketing issues further. Sharon will share with the board the content the marketing committee plans to send to everyone on the list prior to distribution.

There was a discussion on live broadcasts providing an opportunity to fundraise. Patrick shared there are several programs being planned.

GOT reported on the Advisory Committee. He has done some research on the web about the possible role and responsibilities of an advisory committees and had hoped to have a discussion with Wendy who was on the committee but then learned that she resigned so there has been

little action yet. Sharon said she will join the Nominating Committee to work on this. She also thought this might be an opportunity to get the new marketing person involved.

Sharon also wants to talk to Pat about his drone work. Pat volunteered to help with this. Eric mentioned the town uses drones for some of their construction projects. Russ Hurlburt, Ralph Cameron and Donald Dill all have drones and may be willing to help with some OVTV projects if asked. Sharon will have a conversation with Patrick about possibilities.

IX. . Director Report (5 minutes)– The three-page Director’s Report was emailed to the board prior to the meeting. This is posted on the web site.

Patrick went over the highlights in his report. He reminded everyone that we will be featured in the October issue of the Okemo Valley Magazine.

X. Review of Strategic Plan and Consider Work on 2020 Plan (30 minutes)

Noah said we hoped to spend some time at each meeting to work on a new strategic plan but considering the time, we will not start on it at this meeting. We all need to review the current strategic plan which is on the website prior to the next meeting.

XI. Other Business - Don talked about the Button UP Vermont project which has to do with weatherization. He has invited Becca White the director and with Efficiency Vermont to come down to do an interview in the studio. He also mentioned that he and GOT and Noah were to do a tour of the building as part of the Building and Grounds Committee. He will set up a meeting with Noah to schedule.

XII. Confirm Next Meeting Date(s) – The date for a quick meeting to approve the budget was set for Monday, Sept 28 at 5:30.

The next regular board meeting is Thursday, Oct. 15, at 5:30 pm. It is yet to be determined if we can meet in person or if we will hold a Zoom meeting.

XIII. Adjourn John made a motion to adjourn which was seconded by Pat. The motion was approved by all and the meeting concluded at 7:05 pm.

Respectfully submitted by,

George O. Thomson
Secretary.