



Okemo Valley TV
Monthly Board Meeting Minutes
Monday, November 20, 2023, at 5:30 PM EDT
Okemo Valley TV, 37C Main St., Ludlow, VT and Zoom

Present: Noah Schmidt, George O. Thomson, Newton Rose, Patrick Cody, Executive Director, Okemo Valley TV

Absent: None

Zoom: Robert Greenawalt, Lisa Hamm-Greenawalt, Zachary McNaughton, Wendell Perkins, Claire McKey Berkman

Guests: None

I. Noah Schmidt called the Regular Meeting to Order at 5:35 PM.

II. Review Minutes of September 21 meeting, taken by George Thomson.

Lisa made a motion to accept, Wendell seconded. Passed unanimously.

III. Communications / Public Comments:

- Follow-up on FOLA film festival. Noah says the screening of the film *300 Miles Melting*, about a woman who skied the length of the Catamount Trail, is planned for Feb. 15, 2024, time TBD. The timing coincides with the fact that the men who started the Catamount Trail Assn., including Bob Brandt, will be coming through Ludlow on that date while skiing the length of the trail. OVTV's involvement will include covering the film festival and providing a representative to promote the services we can provide potential filmmakers. Patrick attended a recent forum on river resiliency and climate change by the VT Natural Resources Council, where organizers expressed interest in the film festival and in using the FOLA space for future events, possibly supplying other short films or bringing in people. Noah said the filmmakers who created the film in collaboration within Catamount Trail Association will likely attend. Patrick said Abby Childs will be doing the promotion and advertising, in cooperation with FOLA. Patrick suggested the event might be an opportunity to reboot the old monthly FOLA update show.

IV. Community Engagement: The Committee met on Nov. 7. Here are some highlights:

- Board members and staff should attend the Okemo Valley Chamber mixers every month to engage, promote underwriting, spread the word of our services and inform people of how to access our content, and bring OVTV promotional postcards with them. Lisa will let the Board know when mixers are so members can step up and attend.
- The committee reports that it needs the Mission/Vision effort completed to provide a road map for marketing and social media. The Board agreed, and

scheduled a Board Retreat for Jan. 16, 2024, at 5 PM at OVTV to continue the work (in lieu of a January meeting).

- The committee asked for help obtaining underwriting businesses; we currently have five. Lisa will send out last year's list of businesses again so Board members can update. Patrick said last year's 1-pager needed to be updated with info on our new streaming services. can send letters to existing ones; he will have Abby Childs add a graphic with this info at the bottom.
- Patrick said the FCC will have a filing window open from Dec. 6-13 for applications for a new 100-watt Low Power FM (LPFM) radio licenses; this may be the last. LPFM licenses are open to non-profit organizations who meet certain eligibility criteria. He proposed doing a quick community survey to gauge interest, with no obligation. If an application is approved, we would have approx. 6 months to decide whether to move forward. The Board agreed to Patrick's request to put out the survey, while various members expressed concerns about staffing, financing and resources.

V. Director Report: This was sent to the Board by Patrick Cody. Highlights include:

- Patrick reported that OVTV was turned down for a Building Communities grant, with feedback that it was not a critical project, with no long-term impact.
- Patrick submitted a grant application last week to the Anthony Marro Trust Fund for Ludlow organizations, requesting \$10,000 for building improvements.
- Town appropriation request letters have been sent to Ludlow and Cavendish and will be sent to Mt. Holly and Andover, with a plan to add Reading next year.
- Patrick said the grant writer hired doesn't have enough time and has moved out of state. He asked for suggestions.
- OVTV received a check from Vermont Appropriations for more than we expected.
- Our investment account has generated \$1,700 in interest in 5.5 months, thanks to Wendell and the Finance Committee's investment advice.
- Elia Lloyd has been hired to do scheduling and some production, replacing Will. She lives in NH and will be working from home 2 days a week once her training is completed.
- OVTV has made several recent efforts to better serve Reading.

VI. Financial Report:

- 1st Quarter financial statements were sent to Board members.
- Investment account interest, amount reported in Director Report.

VII. Old Business:

Strategic Planning Next-Steps were covered in Communications Report.

VIII. Other Business:

- Board Photo – Patrick would like one for our website. We agreed to schedule a Board group photo in May or later, or at our Annual Meeting.
- We agreed to hold a catered Holiday Party in January during the Board retreat.

End of Year bonuses:

- The Board went into Executive Session to discuss year end/holiday bonuses.

IX. The Next Meeting Date was scheduled for Dec 12, 2023, at 5:30 PM.

X. Adjourn. George moved to adjourn, Newt seconded. Motion passed unanimously. The meeting was adjourned at 7:10 PM.

Respectfully submitted,

Lisa Hamm-Greenawalt
Secretary