



Okemo Valley TV
Monthly Board Meeting
Thursday, September 21, 2023, at 5:30 PM
Okemo Valley TV, 37C Main St., Ludlow, VT and Zoom

Approved Minutes

Present: Noah Schmidt, Wendell Perkins, Claire McKey Berkman, George O. Thomson, Patrick Cody, Executive Director, Okemo Valley TV

Absent: Newton Rose, Robert Greenawalt, Lisa Hamm-Greenawalt

Zoom: Zachary McNaughton

Guests: Scott Stearns, Abby Childs

I. Call Regular Meeting to Order/Review Agenda – Noah opened the meeting at 5:32. There were no changes to the agenda.

II. Review Minutes of August 31st Meeting – Wendell made a motion to accept the minutes of the reorganizational meeting with changes in the spelling of Claire’s name. There was a second by Claire and the motion was approved unanimously. George made a motion to accept the minutes of the regular meeting. There was a second by Wendell and the motion was approved unanimously.

III. Communications/Public Comments: Scott Stearns, Friends of the Ludlow Auditorium, Re: partnership on film festival. Scott talked to the board about the possibility of doing a film festival in collaboration with FOLA. He and Patrick have been talking about this on several occasions. Individuals could submit short films approximately 15 – 25 minutes long and OVTV would put the show together. Scott said this could include any sport but he was thinking mostly of skiing/snow sports with the hope of tapping into the skiers coming to the area this winter. There was discussion on when we might do this capitalizing on a busy time at the mountain... during the ski swap, Christmas week or Presidents Day weekend (although FOLA has a conflict the weekend of the ski swap.)

It would provide exposure and support to local film makers/artists and OVTV and support the community, providing a fun activity for tourists and locals alike. Claire was just involved with a film festival in Woodstock and provided some great input. Usually, the participants pay to enter in the festival, although it was felt there would be no fee for this year, but provide exposure and excitement for future festivals. Sometimes there are cash prizes although Woodstock just gave

awards. The event could be opened up to national film makers as well as local artists and include other winter sports rather than just skiing. Depending on the number of applicants it could be run over multiple days, although it was felt one day would be a great way to start. Claire indicated she could provide the names of the film makers that were in the Woodstock festival to start with a lineup of participants. She expressed interest in helping with this since she already has some experience with this type of event.

Abby suggested we might consider something to get people involved and psyched. Warren Miller movies are well known and do that! She felt we might widen the reach by including local businesses and ski shops. We might even be able to get gift/raffle items from local shops.

The event received full support of the board. Noah felt he could connect with ski shops to provide give aways and Abby expressed excitement about helping with the marketing side of this.

IV. Community Engagement Update: social media, graphic design, membership drive (20 minutes) Abby is fully involved and already doing a great job. She has taken over the e-newsletter and trying to keep them regular. The new approach is with lots of visuals with little text. She has worked to create different graphics on the website to hopefully engage people – become a member; graphic photo of the week, etc. She has also developed “tips for shooting with an iPhone” which the public should benefit from. Instagram feels active. She has also developed a social media content calendar and planer for the station which is working well. She will continue to spruce things up a bit on the web. Her strategy is to make the elements approachable. Abby has expertise in t-shirt design for promotional merchandising which may be useful as we continue to talk about promotional materials...especially caps and t-shirts!

There was a discussion on getting more members and the need for the Community Engagement Committee to develop a plan to promote OVTV. Patrick displayed some of the new membership materials on the web...bullet format instead of all the verbiage! Patrick would like the Community Engagement Committee to re-strategize memberships...what they are and what the benefits are. He felt we need to stick to the current plan for this year of asking and renewals and come up with a plan for the future. We should reach out with a call to all past members and board members asking them to reup.

The use of something like Patreon was discussed as something we might consider. There was a suggestion that Lisa, who has great writing skills, might write an article for the paper on our membership drive. Noah asked if we can we have a slide at the end of everything we do to clearly state who did the recording and to invite people to become members. The question was asked if we know how many people watch our programming. Patrick indicated that it is possible to see how many hits a program gets. It was felt that this information might be beneficial for our future plans. Discussion...to be continued.

V. Director's Report (20 minutes): Patrick sent out his report prior to the meeting so quickly scanned through all the items, highlighting the most critical in his report. He suggests that the Community Engagement Committee make recommendations to the board on promotional materials.

VI. Financial report: Finance Committee update; review of FY 23/ Balance Sheet/ Profit and

Loss: (20 minutes). The financial year end report and profit and loss reports for FY'23 was emailed out to the board prior to the meeting. The first quarterly report will be sent out to the board around the second week of Oct. The finance committee met and talked about what to do with the extra money coming from the state. We anticipated about \$25,000 in the budget and will receiving \$45,000. The decision was to put \$20,000 in the Fidelity account and with the recommendation to earmark it for the building fund. Patrick indicated that we have close to \$85,000 now in the building fund which can be used as a potential match for grants. One grant has been completed and the grant writer is working on others. If the grant comes through, would have a significant amount raised for the completion of the studio but will still have to take a out a loan for the balance needed.

VII. Old Business: review of Committee Chairs; Code of Ethics; Strategic Planning, Next-Steps

Finance Chair - Wendell
Engagement Chair – Lisa?
Building and grounds chair – Bob/Noah?
Personnel – ??
Nominating – ??

The Code of Ethics form will be sent electronically for everyone to sign.

Next steps with strategic plan - we need to determine if Newt is willing to continue leading this process.

VIII. Other Business - none

IX. Confirm Next Meeting Date(s) The date of the October meeting will be determined via a doodle poll.

X. Adjourn: There was a motion to adjourn the meeting by Wendell and seconded by Claire. All approved and the meeting was adjourned at 7:02

Respectfully submitted,

*George O. Thomson
Acting Secretary*