

## **Okemo Valley TV**

### **Annual Meeting**

**Tuesday, June 20, 2023, at 6:00 PM**

**Okemo Valley TV, 37C Main St., Ludlow**

#### **Present:**

**Board Members:** Noah Schmidt, Newton Rose, Robert Greenawalt, Lisa Hamm-Greenawalt, Pat Moore, George O. Thomson, Wendell Perkins, Zachary McNaughton

**Staff:** Will Harris, Program Scheduler, Rebakah Fontaine, Operations and Production Coordinator, Peter van Gorder, Producer, Patrick Cody, Executive Director, Okemo Valley TV

**Guests:** Patrick Pullinen, Nancy Leik, Rachael Karner, Brighton Fontaine, Gary Blodgett

**Absent:** John Cama

#### **Agenda**

**I. Welcome** – Patrick welcomed everyone to the annual meeting and asked that everyone introduce themselves and say a little about themselves. He continued stating that we have had a great year with 822 new shows produced this year. The studio has been very busy and back to the same recording level as it was prior to COVID. There is quite a variety of programming including all of the government programming, the Weather Guy, several churches, stretch with Linda and Time with Paula to name a few.

**II. Public Comments and Community Feedbacks.** See above.

**III. Producer Awards** – Patrick announced the winners of the OVTV Annual Awards. He shared the criteria for the awards and after announcing the recipients, shared a brief clip of their work.

**Outstanding achievement.** This award was presented to Pat Pullinen and Gary Blodgett for their work with students from the Expeditionary School at Black River. Together they produced 5 – 6 Kids Cool videos during the course of the year.

**Youth Impact Award** - Heidi Bates, a teacher retiring after 38 years at LES, for her work bringing in kids to the studio to do a class project on a regular basis. She was always very detailed, organized and thorough with specific objectives for her students. She did a great job keeping the kids on task. For the “Identity Project” kids wrote about themselves and picked their visuals for the productions.

**Outstanding Achievement Award** – Cavendish Fletcher Community Library Assistant Librarian, Claire McKey Berkman was presented with this award for her production of a variety of short clips. She used the studio to edit the production to make them “show ready.”

**Community Impact Award** – This award was presented to Paula VanGuilder for her show “Talk with Paula,” a series where she brought individuals to the station to talk about and support folks who have mental issues and addiction.

Patrick continued by talking about how community members could view programming. The programming options of the station have expanded greatly so everyone should be able to watch most shows at their leisure. Some of the options include the two cable stations (both Comcast and VTel), streaming live, on the website and on utube. A new feature is OOT (Over the Top) allows interested individuals to watch on a wide variety of ways including Hulu.

The Executive Director thanked the entire board for their hard work during the past year and gave specific appreciation to Pat Moore and John Cama for their dedication and service to the board of OVTV. They will be missed but the station is in a better place due the time they gave to the station and its mission.

Unfortunately, only one person is running for two open seats this year so there will be one open seat after the election tonight. He invited any members of the audience who had not voted to take a paper ballot and vote before the election is closed.

For the first time in since the station was launched, we have the largest staff serving the community at just under 3 ¾ FTEs. We remain very busy with all of the government meetings in our area now including the Town of Reading who relies on OVTV for equipment, support and staff. Even with the increased staffing we are stretched thin, as towns are often looking for a quick turnaround of their recorded meetings. Some of the town clerks rely on the recordings from which they type up their meeting notes.

In addition to 820 new shows this year the staff is trying to increase filming public events to at least 2 per week.

Work on a new strategic plan was started a month ago. There is momentum for this and the board is committed to develop a new and realistic plan looking into the future. Patrick expressed he is looking forward to the new year.

### **V Budget Presentation and Vote.**

Wendell provided a brief presentation on the development of the proposed FY 24 budget. He indicated that the station is in a good place ending the year with a profit of \$4,000. Although franchise fees from the cable companies continue to decline, we received an appropriation of 25,000 from the State of Vermont. We are anticipating another appropriation this year as well if the state budget is passed unchanged.

For FY 24, we are showing a budget loss of \$28,000 which we hope will be offset by a new investment in the operation. For FY 24 we will be outsourcing marketing, fundraising and publicity. We certainly expect this will generate income but we do not know the amount so we have not budgeted anything as a line item. The bottom line does represent a true deficit. We will know after one year if this investment is worth it and if we need to change course. This outsourcing will free up staff to work on the core of what we are about.

On the revenue side, the \$200,000 in PEG fees is a slight decline from 2023 as cable revenues continue to be in decline. As mentioned by Patrick earlier we are budgeting for 3 ¾ FTE's. Since we are now doing some work for the Town of Reading, we have added a small amount of revenue to the budget.

For the past 5 of 7 years OVTV has posted a positive balance. This information was displayed for the audience which precipitated a discussion on the years when there was a deficit or positive balance.

In conclusion, the financial position of OVTV is quite strong with no debt and about \$100,000 in cash in the bank.

Bob made a motion to approve the budget as presented for FY 24. Lisa seconded the motion which was subsequently passed unanimously.

**VI. Board of Director's Election** – Newt and Zach left the meeting to tally the votes. They returned to announce that Claire McKey Berkman was elected to the board. There were also two write in votes but it was determined that that was insufficient to be elected to the board. Alice Nitka indicated that she was not interested at this time as she just retired and wants to see where she wants to place her energy. We will check to see if Paula VanGuilder is interested. The Nominating Committee will contact her and tell her she got a vote and see if she is interested in becoming a board member at a future date. Noah will contact Claire McKey Berkman and let her know she was elected to the board.

**VII. Other Business** – We need to update the bylaws especially the voting section during the year. It should state a minimum threshold percentage to get elected.

**VIII. Set date for July Re-Organizational Meeting** The next meeting is July 20 at 5:30 at the studio

**IX. Adjourn.** George made a motion to adjourn the meeting at 7:15. Wendell seconded the motion which was passed unanimously.

Respectfully submitted,

George O. Thomson  
Secretary