

Okemo Valley TV

Annual Meeting

Thursday, June 23, 2022 at 6:00 PM

Okemo Valley TV, 37C Main St., Ludlow, VT and Zoom

Minutes

Present: John Cama, Wendell Perkins, Newt Rose, Noah Schmidt, George O. Thomson, Patrick Cody, Executive Director, Okemo Valley TV, Gavin Greenawalt, OVTV Staff, Sarah Bennett, OVTV Staff

Zoom: Pat Moore, Joann Erenhouse (Senior Solutions), Liza Eaton, Sandy Gilmore (WCTV)

Absent: Zachery McNaughton,

Guests: Lisa Hamm-Greenawalt, Bob Greenawalt, Linda Thomson, and Jennifer Grant (Chair WCTV), Wendy Reynolds, Pasha Donnelly

I. Call Meeting to Order – Welcome/Introductions/Announcements (10 Minutes)- The meeting was called to order by President Noah at 6:04 pm. The board members and guests all introduced themselves.

II. Public Comments & Community Feedback – Joanne spoke about how the production team at OVTV is so helpful. She said they always do a professional job and make everyone feel comfortable.

III. Producer Awards – Patrick presented the producer awards. He said the Annual Meeting is a great time to acknowledge people who have been actively involved in the station during the past year doing programming. This year they are:

Producer of the Year – Amy Mosher who videoed both the girl's and the boy's varsity soccer games at GMUHS for the entire season.

Youth producer of the year – Kata Welch, the librarian at Cavendish Town Elementary School who did "Story Time" 5, 6 and sometimes 7 shows per month. She reads children's stories faithfully. This is the second consecutive year that she

has received this award. Although she has assumed a new position at Chester Andover Elementary School in the fall she will continue filming.

Community Impact Award – Liza Eaton who did a series of yoga programming, “Yoga with Liza” all through COVID times and beyond. Although she has moved away, she plans to continue to submit content to be shown on the station.

Outstanding Achievement Award – Dr. Linda Thomson, Licensed clinical hypnotherapist who has a series of Harry the Hypnosis books. She has done several programs at the station. Earlier in the year she did one for children dealing with COVID. This year she did a dynamic presentation “Save the Children.” The program was geared to children of Ukraine. She collaborated with Artist Jane Hart who did all the whimsical artwork and Svetlana Phillips who read the script in Ukrainian,.

IV. State of the Station – Annual Summary – Patrick gave a brief presentation on the State of the Station. The full report will be forwarded to the full board at a later time.

Administrative and personnel – There has been tremendous change. We lost a dedicated employee who was the program coordinator. We had talked about some structural changes for a long time as we want to consider working collaboratively with neighboring stations. Wil Harris who was on the board resigned to take on some of the programming work at the station. We hired Rebecca Ferreira part time and that position changed to full time. We lost Eric as the production coordinator. We now have two temporary employees Gavin Greenawalt a student at Champlain College and Sarah Bennett a student at Bennington College. They have been tremendously helpful and have been doing a wide variety of jobs

Board level – There has been a fair share of turnover on the board as well with some additions and some resignations. The board decided to keep the board at 9, so there are four open slots for election and four individuals running uncontested.

Production – Most of the production was remote last year because of COVID. Production has started to return to prior levels but most programming is now hybrid. This presents some challenges as well as new opportunities. The towns are really looking to continue with hybrid service and the towns we serve have used AAPA money to purchase needed equipment for hybrid programming. The new equipment will make things work much more easily and efficiently. It will totally change the meetings and community events in those buildings.

Collaborative activities We are continuing to do some collaboration with SAPA primarily in the recording and broadcast of sporting events and school board meetings, although recently, we collaborated with graduations. We are currently covering events for the Woodstock Community Television (WCTV) as they do not have employees to do that. We may be able to collaborate more in the future. Additional programming has included: West River Guy who does a show on the weather; Pat Moore who does travel blogs; Lisa who is doing the yoga series, etc. We anticipate that we will be doing more work with the Expeditionary School next year. We recently did a program in partnership with the Divided Sky Foundation and their fun run. We have had a few for hire projects as well and are looking to do more. There are more opportunities but in order to take those on, we need more employees or volunteers or to do this.

Building Update: We are looking to finish the building according to the initial design.

Equipment - We just purchased a new camera which was in the budget.

The River Valley Tech Students built two streaming services for the station which have been very useful, although there have been a few glitches that need to be addressed.

We also need to do some work on the website.

V. FY22 Budget Presentation & Vote (20 Minutes) – Patrick presented several documents; the end of year projected FY22 to FY actuals; budget work with the Financial Committee for FY’ 23; balance sheet; and a budget narrative – there is a lengthy explanation. The board will need to vote on this proposed budget prior to July 1. The biggest change in the presentation of the proposed budget is that the capitol budget and the operating budget sections are now completely separate. Last year, we budgeted for a net operating budget of \$1,425, however, we ended the year with a net income of \$20,014.

Wendell reviewed the balance sheet and reports that we are in a good position with excess cash and no debt. This is an excellent position to be in especially as we go to the bank to get a loan to finish the studio.

FY 23 budgeting Sheet – Patrick went through the proposed budget for FY23. There are detailed explanations in the Budget Narrative. The PEG operating funds are starting to decline which we have been expecting for a long time.

Unfortunately, we are finally seeing the shift. We experienced a bigger percentage drop with VTel than with Comcast. The proposed budget does not include any partnership with any other PEG station. We received an unexpected state appropriation which helped us end the year achieve a positive balance. VAN has been very helpful statewide in supporting PEG stations. The state apportionment was shared with all of the stations. We anticipate another appropriation this year but do not know the amount at this moment. For budgeting purposes, we level funded this at \$25,000.

Noah moved we accepted the budget of \$217,662 for the FY 23 year as presented. John seconded the motion. The proposed budget for FY 23 was approved unanimously.

VI. Board of Director's Election (5 Minutes) – Results of the election. Noah Schmidt, Wendell Perkins, Lisa Hamm-Greenawalt and Bob Greenawalt were all elected to the board.

VII. Other Business – There was a discussion about a possible partnership with WCTV. Jennifer, the representative from Woodstock would like to see more collaboration. She feels we need to do some relationship building. She suggests Patrick visit the station and possibly meet with the board and then have the boards meet to talk about what would work for each entity.

Everyone feels there is some great potential to collaborate with benefits to both stations. We might possibly share staffing or resources or engage in joint contractual work. The possibility exists for us to look for efficiencies. We might also look for collaboration in grant writing, purchasing, staffing, fundraising and strategic planning. WCTV is definitely in a transition period and have three new board members but the whole board has not met yet.. They have been doing zoom meetings. The board needs to figure out the next steps as a collaborative relationship which has the potential. OVTV raised the question, “What do you see as a partnership?” Obviously there are lots of questions and lots of decisions that need to be made before considering this relationship.

OVTV would want a long-term commitment from WCTV as staffing takes time and hiring staff is very time consuming and any new fulltime employees would want some stability. Long term collaboration is something which can help sustain and enhance both organizations. OVTV is not interested in filling in as a contractor roll indefinitely.

Duck Race – The Rotary Club of Ludlow contacted Patrick to see if we were interested in being nominated to be the recipient of the charitable cause of the duck race. After some discussion it was agreed that we respectfully decline this year as we simply could not give it our full attention. Patrick was directed to tell Sharon that we were pleased to be asked and hope we might be considered another year.

VIII. Set Date for July Re-Organizational Meeting - – The date of the next meeting was set for Thursday, July 20 at 5:30 at the station.

IX. Adjourn

Noah made a motion to adjourn at 8:05. The motion was seconded by George and so moved.

Respectfully submitted,

George O Thomson
Secretary