

## Okemo Valley TV Board Meeting

Wednesday, April 21 2021 at 5:30PM held via Zoom

### Meeting Minutes

Present: John Cama, Pat Moore, Don Richardson, Noah Schmidt, Patrick Cody, Executive Director, Okemo Valley TV

- I. **Call to Order/ Review Agenda**
  - The meeting was called to order by President Noah at 5:33p
  - Patrick put a time limit on the meeting of 45 minutes due to needing the Zoom account for a previously scheduled town meeting recording
- II. **Communications / Public Comments**
  - No updates
- III. **Review and Approve Meeting Minutes – March 25<sup>th</sup> meeting**
  - Noah made a motion to approve the minutes of the meeting of March 25<sup>th</sup> as printed. Pat second the motion. The motion was approved unanimously
- IV. **Director Report**
  - Patrick sent his report to the board prior to the meeting, one item not written on the report is what covid guidelines we want to follow moving forward besides what the state has mandated
    - His suggestion is to follow Dept of VT Library. OVTV is similar in nature, so this might be a good idea.
    - No date has been set but Patrick would like to promote a date, do marketing and lay out guidelines in advance for a more formal entry into our facility
  - Ludlow Boards going back to in-person meetings
  - Continue to offer remote recordings for the towns not having in person meetings
- V. **Financial Report**
  - Financially we are on the same path as last month
    - OVTV has taken in more than we planned. Primarily because of the increase in Cable funds
  - OVTV spent more than budgeting, mostly from Covid related activities (i.e. 2<sup>nd</sup> Zoom Acct, another Mailchimp account, Adobe licenses...)
  - Salaries are under budget, but with benefits we have projected accurately
  - OVTV is running a net of 19K for the year
  - M&T Bank acquired Peoples Bank. The thought is to eventually move our business (savings, Checking, Money market), possibly switching to a local credit union.
    - To do this with Heritage Family Credit Union (Ludlow) we need to open a savings account. The cost is \$25 to open an account, HFCU has plans for not for profit
    - In order to open an account OVTV needs to provide HFCU the minutes identifying the account signers

- President Noah made Motion to make Patrick Cody, Noah Schmidt and John Cama signers to OVTV bank accounts. Pat second the motion
- Since we received in the Covid stimulus payments, we have more money sitting in checking account.
- Patrick talked about a Financial advisor for options to invest. He said we should take advantage of these funds to generate additional income

**VI. Membership Drive and Business Underwriting**

- Waiting on final pamphlet draft
- Vail does decide on underwriting opportunities until the fall
- We need to solicit more local business
  - We have form letters. One for past supporters and one for new prospects. We will need to update both copies. Patrick will send to everyone.
- We did not solicit anyone last year. We currently have three underwriters (one in-kind). In prior years we did a general ask
- Pat will approach a few businesses that he thinks might have potential
- In the past we were more successful by selecting good candidates and target them then reach out to the masses.

**VII. Committee Updates: Finance, Nomination and Elections**

- Nominate elections
  - George is the only one up for re-election
  - Opening will be for 3 seats (George's and two additional)
    - Noah made a motion to increase the board from 7 to 9, Pat second it. The motion was approved unanimously
  - Asked if anyone knows anyone who would be interested, Preference is Females and younger people, Ideal characteristics are marketing, communication, and legal
  - OVTV Board is Ludlow heavy, reach out to surrounding towns, Reading, Plymouth, Mt Holly would be good
  - We need to figure out a date for annual meeting so we can plan the dates for getting candidates, and ballots
  - Process requires OVTV to provide notification 30 days in advance, and before selections by June 31<sup>st</sup>
  - We can hold the annual meeting outside, we have access to a tent
    - Suggestion is Wednesday June 23, 2021
    - Post by May 23,
    - Last year we did it electronically, paper is available
    - Voting June 16<sup>th</sup>, Solicit candidates by May 19

**VIII. Short Term Goals: Outreach Priorities & To Do List** (No Discussion due to time constraints)

**IX. Other Business** (No Discussion due to time constraints)

**X. Confirm Next Meeting Dates**

- Next meeting May 13, 2021 at 5:30p

**XI. Adjourn**

- Noah motioned to adjourn, Pat second. The motion was approved unanimously
- Meeting adjourned at 6:17pm