



OKEMO VALLEY TV

**Okemo Valley TV
Monthly Board Meeting
Tuesday, December 12, 2023, at 5:30 PM EDT
Okemo Valley TV, 37C Main St., Ludlow, VT and Zoom**

MINUTES

Present: Noah Schmidt, Wendell Perkins, Newton Rose, Patrick Cody, Executive Director, Okemo Valley TV

Zoom: Robert Greenawalt, Lisa Hamm-Greenawalt, Zachary McNaughton

Absent: Claire McKey Berkman, George O. Thomson

Guests: None

I. Noah Schmidt called the Regular Meeting to Order at 6:32 PM.

II. Review Minutes of November 20 meeting. Newt made a motion to accept, Wendell seconded. Passed unanimously.

Patrick mentioned that no Minutes have been posted on the OVTV website since April. He said he would post the approved November Minutes, and asked Lisa to supply PDFs of September and August. He was going to reach out to George Thomson for approved minutes for Annual Meeting in June. Patrick will show Lisa in January how to post Minutes to the website.

III. Communications / Public Comments -- Nothing to report.

IV. Community Engagement:

- LPFM community radio survey & application. Patrick said he received 50-plus responses to the Community Radio Survey, which was disseminated by news release, Front Porch forum, social media, email, and on the OVTV website. It seemed there was enough interest to go forward so Patrick took \$600 from the tech support fund to enlist the Prometheus Radio Project to do a radio study and help with the application. Ludlow Town Manager Brendan MacNamara provided a preliminary letter of reasonable assurance for placing antenna on station roof. Patrick was ready to submit the application. There was discussion about how this license needs to be a separate entity from the TV station:

Wendell asked about timeline; Patrick said probably a couple of years.

Lisa opined that a radio station should be operated as a separate entity from Okemo Valley TV and not under the purview of the OVTV Board.

Noah mentioned that the two should work closely together, sharing resources.

Bob suggested the Board commit to the application and have a later discussion on organizational structure. He said he felt it was premature to cut out the board

responsibility, saying he's concerned about mission creep but sees the potential benefit and synergy with community.

Patrick put forward that a radio station comes under OVTV's purview, as its mission from six years ago was to promote multimedia in the community.

Bob said the root of his concern was finances; however. Noah felt radio might open OVTV to more potential funding because of new radio audience and resources.

Patrick said Prometheus's projection for Year One could run around \$15K for a modest, mostly volunteer-run operation, though he didn't yet know the capital cost (structure, antenna).

MOTION: Newt made a motion to authorize Patrick to submit an application to the FCC for a low-power FM radio station in the Okemo Valley. Zachary Rose seconded. Passed unanimously.

- Underwriting – Patrick welcomed new underwriter VT Ski House, Bob Greenawalt and Lisa Hamm-Greenawalt's vacation rental business, and said we need to continue to push for more underwriters. Noah recommended the station provide better benefits such as VPR provides for underwriters. No decision was made on this. Patrick went through the OVTV 2023 Underwriters List supplied by Lisa, and will be updating the one-sheet. Patrick will convert Lisa's spreadsheet to a Google drive doc and will share with Board members so they can claim businesses to contact. Patrick will also send a suggested email script to Lisa to edit, that Board members can personalize and send out to potential underwriters.

V. Director Report: Most is covered in Patrick's report, sent to Board members in advance of this meeting.

- Strategic Planning/Board Retreat: The Board's follow-up strategic planning "retreat" was scheduled in the studio Jan. 16. Newt confirmed he will facilitate, and Patrick will arrange food.
 - FOLA Film Festival – Noah reported that Scott Stearns with the Catamount Trail Assn. said there will be two films to show on Nov. 15.
- VI. Financial Report:
- Review FY24 Budget vs Actuals. Reports attached.
 - Review Status of Banking & Bank Accounts.

VII. Old Business:

- Code of Ethics – The Board needs to sign the amended version of the station Code of Ethics after Patrick changed some language. He will have copies for the Board to sign at January Strategic planning session.
- FOLA Film Screening – Update. The Catamount Trail Association will present two films, 300 Miles Melting and a local filmmaker's old ski movie, at its event on Jan. 15, 2024, in Ludlow Auditorium. There will also be a panel in which founding fathers of the Association, who are doing an end-to-end ski journey to mark the trail's 40th anniversary, will talk about it. OVTV will shoot the panel and broadcast the event, and Noah, who is the event, or Patrick will speak from the podium about resources OVTV can provide filmmakers.

VIII. Other Business – none reported.

IX. Confirm Next Meeting Date: The Board will hold a Strategic Planning Session on Jan 16 at 5 PM at OVTV Studios.

X. Adjourn. Lisa moved to adjourn, Zachary seconded. Motion passed unanimously. The meeting was adjourned at 7:47 PM.

Respectfully submitted,

Lisa Hamm-Greenawalt
Secretary