

Okemo Valley TV

Regular Meeting

Thursday, December 16, 2021 at 5:30PM

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

Present: John Cama, Susan Haefner, Will Harris, Pat Moore, Newt Rose, Noah Schmidt, George O. Thomson, Patrick Cody, Executive Director, Okemo Valley TV, Zachery McNaughton (zoom),

Absent:, Sharon Huntley

I. Call Meeting to Order – The meeting was called to order by President Noah at 5:35.

II. Review Agenda and Consider any Adjustments – There were no adjustments to the agenda.

III. Communications/Public Comments – There were no communications or public comments to share.

IV. Review Meeting Minutes – George made a motion to accept the minutes of the meeting of October 21, 2021. Will seconded the motion which was unanimously approved. Newt made a motion to accept the minutes of the meeting of November 18, 2021. The motion was seconded by Susan and unanimously approved.

V. Director Report – Patrick provided his report to the board electronically prior to the board meeting. His full report is available on the website. He highlighted a few items. Patrick has not been able to work on the grant that was referenced at the last meeting. There were too many things that we did not have ready to submit for the grant and he did not think it was really worth all the effort at this time. The cost estimation is an important piece for the grant submission and we do not have one. He concluded that we were just not in a position to apply at this time.

Newt was able to get us a manageable (smaller) copy the plans that were prepared many years ago by an architect. We need to get a cost estimate for completion of the project so we can fund raise and write some grants. Patrick received the name

of a person who did a cost estimate for the Plymouth Town Hall renovation project. He is suggesting that we might want to contract with Henry Erickson, an independent Construction Consultant for cost estimation services. He used to work with Bread Loaf Corporation and Patrick feels is well qualified. Henry estimated that it would take about 17 hours at a cost not to exceed \$2,125 to do an estimate for completion of the radio station.

Patrick talked about the possible collaboration with the Town and the Black River Good Neighbors to get some of the work done. Scott Murphy, the Town Manager, obtained a quote for paving the driveway and parking lot. The estimate was \$45,000. Although there is nothing firm about the town's participation, Scott did have some interest.

Patrick mentioned that we need to get a new cleaning service and asked for any recommendations that we might have. We only need to have the station cleaned every three or four weeks which takes about 4 hours. The cleaners need to have a certificate of insurance.

Patrick informed the board that once again RVTC in Springfield is collaborating with us on a project. One of the senior students has been assigned to build out our second streaming service.

VAN has formally requested nearly a \$1 million appropriation in the State's FY2023 Budget. They have been holding legislative meetings to attempt to garner support for this. If some money is put in the budget to support PEG access TV, stations all across VT would benefit from the new funding stream. They will continue to lobby on behalf of PEG stations.

VI. Building Project Report – Noah made a motion to have Patrick contract with Henry Perkins to do a cost estimate for completion of the building at a cost not to exceed \$2,125. The motion was seconded by Pat and approved unanimously. Once we have this cost estimate, we will need to apply for state and federal funding. Hopefully, we can get some support from the town and Black River Good Neighbors. There are long standing drainage and plumbing issues that need to be addressed before any driveway or paving.

VII. Underwriting Campaign for 2022 – Newt reported for the new Community Engagement Committee. He has been selected chair of that committee. He said the challenge is to figure out what can we do to grow the program the underwriting program and make it more dynamic. At the last meeting the board talked about

numbers and the levels and made some adjustments. He stressed that we need to tell stories. It is also much more effective if based on relationships. He led the board through a protocol starting with the question...Why is this work important to you and what was a time when you saw the mission in action. The board broke into pairs to discuss.

Comments:

We need transparency to the public.

The station is willing to air almost anything.

The station provides access so the public can be more informed.

There was a question on how to get people to watch programs. Marketing is very important and we need to figure out a way to better market ourselves.

We need to cater programming to locals AND the tourists.

We are on the Xfinity guide which we pay for. Our schedule needs to be given to them on a regular basis (MWF) which takes employee time. It is easier now but with limited resources is a challenge to get it submitted.

Prospects for underwriters:

Newt then stressed that we need to leverage our own relationships with businesses. The board was asked to write down the name of any business that we have a relationship with. Next he asked each board member to put an X next the names of those who we think believe in the cause. Next add an extra X next to a business that could benefit from the cause.

He said we now had a quick prospect list.

He asked the board what tools might we need to approach them? The board asked what they might be getting for becoming an underwriter.

We discussed the possibility of getting some testimonials from other businesses that have benefitted from being an underwriter.

The brochure is good but still needs some updating as does the webpage. He will be contacting Sharon to update the brochure.

Newt stressed the best approach for solicitation is face to face with two persons.

Newt will follow up with us tomorrow with additional information. He welcomes any quotes or testimonials.

There is also a list of potential donors that was generated at the last meeting.

He stressed that we should start with why businesses should underwrite and then talk about how you see the TV station in action. Newt encouraged the board members to go out and each try and get at least one new underwriter.

Patrick stressed we need to strengthen our revenue streams and find new ones...possibly the legislature option is one. At the moment the cable franchise fees are up do more people being at home due to the pandemic but we know eventually this stream will decline.

We need to get the brochure updated and printed and also prepare an electronic version. We talked about how people can sign up as underwriters. Businesses can go to the website to sign on, but it is not very obvious or easy to find. Patrick said he could change the website and add a button to make underwriting easy.

VIII. Financial Report – There was no new financial report for this meeting. Patrick indicated in his report that he has not yet had a chance to meet with folks from the Heritage Bank about investment strategies. Wendel Perkins, who ran for the board, has agreed to be a volunteer advisor and go with Patrick to talk with an Investment Advisor from the Heritage Bank. Patrick hopes this can happen after first of the year.

IX. Other Business – No other business.

X. Confirm Next Meeting Date(s) – The next meeting was set for Thursday, January 13, at 5:30 at the station. George mentioned he will be away so someone else will need to take the minutes.

Noah made a motion to adjourn at 6:53. The motion was seconded by Pat and so moved.

Respectfully submitted,

George O Thomson
Secretary