

**OKEMO VALLEY TV
BOARD OF DIRECTORS**

REGULAR MEETING

5:30pm

Thursday , January 13, 2022

BOARD MEMBERS PRESENT:

Noah Schmidt

Sharon Huntley

Susan Haefner

John Cama

Will Harris

Pat Moore

Zachary McNaughton (virtually)

STAFF PRESENT

Patrick Cody, Executive Director

1. Call to Order

1. Noah Schmidt called the meeting to order at 5:41pm.

2. Public Comments

- A. Patrick has one public comment written in email to share. A Mount Holly resident expressed appreciative of the hybrid meetings. He also had a hard time hearing things. David Martin had some suggestions on what we could do to improve. Patrick responded and said the internet is very important even with big upgrades and we have had issues with Mt. Holly before. This is a common piece of feedback. Sharron added the room that impacts quality and cant be improved with just technology, acoustics is important. Andover specifically has acoustic issues and is working on improving acoustics before a new AV systems. Our weakest links are internet and

acoustics. Zach mentioned Zoom specifically has a noise cancelling feature that doesn't work well with large rooms, it was designed for individuals on individual devices. Patrick said Zoom is very complicated and a workshop for various users, specifically municipalities, would be helpful. Patrick and Zach discussed various microphone options and what is the best for zoom and meeting quality.

3. Meeting Minutes

- A. Minutes were tabled until next meeting

4. Director Report

- A. Patrick will provide written version after meeting. We have a need for an additional production staff member. Meeting coverage is tough, it's a lot of evening work so we need help with that. He has reached out to local partners with sharing staff but it hasn't been promising. We may want look at independent contractors or freelancers. Rebekah has been juggling a lot and has been involved in many different tasks. We are under budget for wages and Patrick is looking at one option specifically. If we can use a part time or freelance for production Rebekah can be doing more post production. She is very good in post and Patrick would like to highlight these strengths.
- B. We are trying to get back into live meetings and we did that in Mt. Holly this week (Tuesday). OVTV did the live hybrid meeting and Patrick pitched a new AV system and Mt. Holly is spending a max of 10,000 of ARPA funds on it. Plymouth is spending in the \$10,000 - \$12,000 range. Cavendish is working to that as well. Ludlow has already approved their AV upgrade. Sharron asked if we are making anything on these proposals and Patrick said we are not. Patrick is working with Boston Sound Works to help with these proposals. Boston Sound Works is a reseller of a piece of equipment that Patrick wants to use and is currently being used in Chester. Sharron suggested a finders fee or commission for these consulting services. Patrick said we can get paid retroactively with ARPA funds, we could also be paid for consultation. Sharon said we might want to pursue something with Boston Sound Works because they are making money here and we did some leg work to make this happen. Patrick said he has good relationships with the select boards and would like to ask them about that vs. asking Boston Sound Works.
- C. We are teaming up with the Expeditionary School to film and live stream The Logger comedy show. We have given them a fee for this service. Patrick believes that they are trying to bring more people into the fundraiser by streaming without causing a large covid spread event.
- D. Patrick has reached out to local politicians for legislative updates and Charlie Kimball has started a regular Friday recap show.
- E. Patrick has changed an unofficial policy about paying for content. With a big community engagement in local sports we decided to pay for the local sports which Green mountain has decided to go with. They have a system that uses AI to film the games and we can stream that for a small annual fee. We discussed a policy that OVTV should have about paying for service.
- F. Big news this month has been underwriting. Patrick thanked Pat, John, Susan for their efforts. Sharron provided a one page print out for the underwriting brochure.

For other marketing news, we missed a couple weeks with enews because of the holidays. The marketing team had a meeting focusing on consistency. Wendy has agreed to help advise us in the community engagement committee.

5. Building Project Report

- A. Building project: We did receive an estimate. Patrick wants to ask some questions about it before we move forward. As it stands now it would be \$154,000. Now is the time to focus on figuring out what we need to do financially. Energy efficiency is huge and needs to be addressed if we cant finish the building this year.
- B. One clarification from last month, Van was making a 1 million dollar request and they are changing that to two separate requests \$300,000 this year and \$600,000 next year. This will be bridge funding to bridge that gap in funding.

6. Underwriting 2022

- A. Discussed in Directors Report.

7. Financial Report

- A. Patrick will sent the report out after meeting. The big things are that we are over budget with funding and underwriting and under budget in wages.
- B. OVTV filled an extension for 9090 and was submitted recently. Tax returns are available for review if any one wants to look at them. When Patrick chatted with Wendell Perkins they discussed book keeping. We outsourced to an accountant a few years ago. For them to do our book keeping it can get expensive, we are currently paying CPA prices for things that a CPA doesn't need to do. Wendell suggested finding a book keeper to do monthly reconciliations.

8. Other Business

- A. None

9. Confirm Next Meeting Date

- A. The Next meeting will be help on February 17th, 2022.

10. Adjourn

Will made motion to adjourn at 6:37 Sharon seconded.