



**Okemo Valley TV  
Monthly Board Meeting  
Tuesday, March 13, 2024, at 5:30 PM EDT  
Okemo Valley TV, 37C Main St., Ludlow, VT and Zoom  
*Draft - Unapproved Minutes***

**Present:** Newton Rose, Noah Schmidt, George O. Thomson, Patrick Cody, Executive Director, Okemo Valley TV

**Zoom:** Lisa Hamm-Greenawalt, Robert Greenawalt

**Absent:** Claire McKey Berkman, Zachary McNaughton, Wendell Perkins

**Guests:** None

I. Noah Schmidt called the Regular Meeting to Order at 5:35 pm

II. Review Minutes of Organizational Meeting of August 31, 2023: Lisa made a motion to approve, Patrick seconded. Motion passed unanimously.

Review Minutes of December 12, 2023, Meeting: George made a motion to approve, Bob seconded. Motion passed unanimously.

III. Communications / Public Comments: Nothing to report.

IV. Community Engagement:

- o FOLA Film Festival – Patrick reported that FOLA hosted a successful inaugural event for "Okemo Valley Outdoors" Film Festival. Fifty people attended and Noah emceed. The event is available to watch on OVTV website. We had less involvement than originally anticipated.
- o Underwriting – We have only 4 underwriters and one in-kind. Lisa has updated the Underwriter Prospects spreadsheet, made some unanswered contacts, and asked Board members to look it over and reach out to any candidates with whom they have a relationship. She mentioned underwriting should be a year-round effort, though Patrick felt staggered times would be difficult to administer. Patrick reached out for renewals and is looking for new ways to appeal to businesses. We've contracted with a grant researcher who developed a list of local businesses we could approach for business sponsorship. Patrick put that list in the shared folder, and Lisa volunteered to add their names to the potential underwriters list. Lisa will send out an email template and the one-pager to Board members to make it easier to reach out.

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

- o Personnel – Patrick reached out to the Personnel Committee, saying the Board needs to keep closer tabs on time logs, esp. PTO.
- o Radio – Patrick reported that the FCC approved OVTV's application for a community radio permit. He said we have 3 years to start a station if appropriate. We have an ad hoc group of 30 people interested in steering the effort, including a retired radio engineer. Patrick said he prefers we start on this sooner rather than later, keep it under umbrella of OVTV, as we create a community radio station for Okemo/Black River Valley, and that the station could integrate the growing interest in podcasting. Newt recommended we do a listening session with this group before making any decisions. Noah said that would capitalize on the level of interest, if people are committed. He suggested appointing a steering committee with 1 or 2 Board members. Patrick said community radio is another outreach/community/engagement tool for OVTV, and suggested holding a hybrid session this spring. Noah reminded the Board that this is a lot for this organization. If no one shows up, we know it's not supportable. Newt said we could announce it and see how people respond. Patrick said other communities have found most successful community radio stations are volunteer driven. Lisa mentioned that the station approval should probably be promoted and publicized on our website, the e-news, social media, through a press release, etc. George said the whole process is this is newsworthy. Patrick will write a release, and Lisa offered to copy edit. Before scheduling a Listening Session, Patrick will send Board members a copy of the FCC application, and share access to a webinar on how to launch a community radio station.
- o Patrick showed new podcast mics that were purchased.
- o Building Funding – Patrick said we need to raise money to complete the building, but Capital Campaigns are time and effort-consuming, and grants are more efficient. He said he has hired a grant writer who is applying for several coming up, from the Windham Foundation, Vermont Arts Council, and Vermont Community Foundation. We also had a grant researcher on a contract basis who vetted and grew our list of grant prospects. Patrick applied in December for a grant from the Morrow Trust of Ludlow but hasn't heard back.
- o Patrick congratulated Board President Noah Schmidt on his election to Ludlow Select Board. Patrick said he hopes Noah's presence on the Board will help move along site work outside our building, and fix problems with the integration of the AV system in the town auditorium. Noah suggested we tell the town our specific equipment needs for effectively covering meetings.

VI. Financial Report: Q2 statements were sent in December, and this week Patrick sent FY24 Budget vs Actuals. Document attached. Highlights:

- o Income – We are on track for revenue except for Production Services, Membership Contributions, and Underwriting. Town Appropriations – our \$5,800 is off, should be \$5,650, and we have not been paid. George said we need to invoice them to get the appropriation; Patrick should contact Diane Knight.
- o Operating Expenses – Patrick said we are slightly over budget. We have expended 65 percent of expenditures, but some lines need attention for next year. Suggest Finance

Committee (Bob and Wendell) start the budgeting processing in April, after Patrick takes a first pass.

- o Capital Expenditures – Patrick said the station is over budget on expenditures with equipment (mics, tripods, lights, etc.), although we sold some equipment. He said he will underspend on the office equipment to make up the gap.

#### VII. Review of Building Needs & Mobilization of Building & Grounds Committee:

- o Noah suggested the committee meet ASAP to discuss needs, and Patrick said that Claire, who uses the station a lot, has volunteered to and take the lead on starting the process of finishing the building. Patrick would like to give the Board a tour of the facility and show what's needed, and Bob agreed that was a good idea since finishing the station as envisioned requires a lot of money, and we all need to understand what we have and what we truly need.

#### VIII. Old Business:

- o Board Photo – Lisa suggests scheduling a session for after she and Bob return to the area in May. No date was set.
- o Strategic Planning – Newt said he met with Noah and Patrick to start preparations, and the Board agreed we will work on this at the next meeting.

#### IX. Other Business:

- o Nominations and Elections – We need a Nominations and Elections Committee meeting (members are Noah, Lisa, and Zach) soon. Noah says he will be retiring at the end of his term. George and Zachary have indicated they are thinking of withdrawing, but neither has confirmed. We will need to solicit at least 3 new members to keep the board at its current level of 8 people. Bylaws require that Board members must reside in Reading, Andover, Ludlow, Plymouth, Cavendish, and Mt. Holly, and that the TV station promote the openings through the newspaper, on the station Bulletin Board, the Okemovallet.TV website, social media, and word of mouth. The Board discussed amending the bylaws so that the majority of the board resides in these towns, instead of a requirement for all, but such a change needs to be warned 30 days in advance. Patrick said perhaps such a vote could happen at the June meeting.

X. Confirm Next Meeting Date: A combination Strategic Planning & Regular Meeting will be held on Tuesday, April 2, 2024, at 530 PM, at the station and on Zoom.

XI. Adjourn: George moved to adjourn, and Lisa seconded. The motion passed unanimously. The meeting was adjourned by Noah at 715 PM.

Respectfully submitted,

*Lisa Hamm-Greenawalt*  
*Secretary*