

Okemo Valley TV Board Meeting

Tuesday, May 25 2021 at 5:30PM held via Zoom

Minutes

Present: Wil Harris, Sharon Huntley, Pat Moore, Noah Schmidt (arrived at 6:05), George O. Thomson, Patrick Cody, Executive Director, Okemo Valley TV

Absent: John Cama,

I. Call to Order/ Review Agenda – The meeting was called to order by George Thomson, Secretary at 5:34.

II. Communications/Public Comments – Patrick reported the very sad news of the passing of one of our board members Don Richardson. GOT will send everyone the obituary that was in the Rutland Herald today. Sharon mentioned that it will be carried in this week's Vermont Journal.

III. Review and Approve Meeting Minutes – April 21, 2021- ??? made a motion to approve the minutes of the meeting of April 21 as printed. ??? provided a second. The motion was approved unanimously.

IV. Director Report: (5 minutes) Patrick reviewed the May Director's Report which he provided to all electronically prior to the meeting. The report is available at https://okemovalley.tv/sites/default/files/basic_page_files/Director%20Report-%20May%202021.pdf

V. Financial Report- Fiscal year '22 (30 minutes) – Although the board received a proposed budget for FY '22 which did indicate the FY'21 actuals, we did not have a budget report for the current quarter. Patrick indicated that the quarterly franchise fees came in on time this quarter. We did not see less in franchise fees which we anticipated. We are close to what we anticipated in the budget. A budget report will be sent out to the board by Patrick within a few days.

A rough draft of a budget for next year was sent to everyone electronically. Patrick went over the proposed budget line by line making some changes as a result of the discussion. He suggested we should budget more money in the advertising and promotion line which currently has \$2,500. The weekly program highlights of programs on OVTV is now in the VT Journal. We got a great rate of \$140 for 13 weeks which translates to \$560 per year. He suggests we need to do something similar in The Mountain Times and The VT Standard. The line for salaries is slightly higher...\$120,000 but it is not where we need to be and he suggested we need to add more hours. It was decided to do this and increase the franchise fees in revenue to the same level as this year's actuals. There was further discussion and Patrick shared the proposed budget document electronically on Zoom which he adjusted as the board reviewed. The Chamber is looking to host a cooking how which should result in approximately \$1,000 in revenue. Noah, John and Patrick will meet to finalize the proposed budget to be presented to the board at a later date.

VI. Marketing / Outreach: Program Highlights, Business Underwriting (30 minutes)

Tabled until next meeting.

VII. Nominating and Elections Updates/Procedures (15 minutes) - Patrick shared that the “opportunity to become a board member” is posted on the web site. He heard from Susan Haefner who is interested in running for the board but does not know of anyone else. The Nominating Committee did not have any names to present. It was suggested that there might be some interest from the people who were nominated and ran previously. At the last annual meeting, we figured out the procedure for Survey Monkey voting. As in the past, the window for voting will be for one week. GOT made a motion to hold the annual meeting outside at 6 on June 23rd pm on soccer field. Wil seconded the motion. It was passed unanimously. Starting June 2 there will be a call for interested candidates to run for the board in the all of the local papers. Voting will be from the 16th – 23rd.

VIII. Annual Meeting – Confirm date and planning (10 minutes) – As noted above the date of the annual meeting will be Wednesday, June 23rd at 6 pm. This year is the 20th anniversary of the founding of the organization. It is a great opportunity for us to advertise our successes, however, since we are just getting back to being open, we decided to consider doing this later in the year.

IX. Other business - Patrick had previously discussed with the board diversifying by opening an account with the Heritage Bank. Hopefully we will get better interest rates. John and Noah need to sign a document at the Heritage Bank to be official signers. Patrick has an appointment to talk with someone at the bank on Thursday. Once he has that meeting, and we figure out what account is appropriate, he will work out the details of getting Noah and John listed as signers.

X. To do list and Confirm Next Meeting Date – John, Patrick and Noah will meet to go over the proposed budget.

XI. Adjourn - GOT moved to adjourn the meeting at 7 pm.. Pat second the motion which was approved unanimously.

Respectfully submitted by,

George O. Thomson
Secretary