

Okemo Valley TV
Regular Meeting
Thursday, November 18 2021 at 5:30PM
Okemo Valley TV, 37C Main St., Ludlow, VT and Zoom
Minutes

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

Absent: Pat Moore, George O. Thomson

I. Call to Order / Review

The meeting was called to order by President Noah at 5:38.

II. Review Agenda and Consider Any Adjustments

There were no changes to the agenda.

III. Observances/Communications / Public Comments

Patrick, Rebekah and Will went to Springfield to visit the Black River Innovation Campus. Springfield has received federal money to grow a digital economy which BRIC is involved with. They have a similar mission to ours and have a state of the art studio. They have a business incubator, providing coaching, marketing materials, and a board. Patrick was optimistic about working with them in the future. He had informal talks about the potential of sharing staff. We are involved in a Grant between BRIC, the Expeditionary School at Black River, and OVTV.

IV. Review & Approve October 21 Meeting Minutes

Noah made a motion to table the minutes of the October 21, 2021 meeting until the December meeting. Newt seconded the motion. The motion was approved unanimously.

V. Director Report

Patrick provided an oral report and was going to provide an electronic copy after the meeting. Rebekah has been officially transitioned into a full time roll. Patrick informed us that Eric would be leaving OVTV for a position at Dartmouth College and his final day would be December 3rd. Patrick would like to take this opportunity to restructure the staff to more effectively untie

resources and staff. As mentioned earlier there were good talks about sharing staff with BRIC. Rebekah excels at program scheduling and Patrick would like to have her focus on the day to day while looking for someone to fill a production position, helping cover evening work. There are a lot of options and at this time he is trying to figure out what works best.

OVTV is now receiving the Windsor Central Supervisory Union board meetings. OVTV has filmed two live meetings this month, one in Ludlow and the other in Plymouth. Patrick said that the live streaming gets higher viewers.

The Community Engagement Committee met this month and will be addressed in a separate agenda item. The Town of Ludlow will be purchasing an AV system. This system will help cover meetings in the town hall and conference room. There will be robotic cameras that can be operated remotely, so theoretically we will not have to be on site to cover meetings. This was paid for with FOLA and ARPA funds. Patrick has been advising Ludlow and other towns with new AV equipment that will be used to help cover meetings.

Patrick had a construction update regarding a USDA grant specifically for community facilities. There is less red tape now compared with the past and he thinks we have a good shot at it. There is a filing window and we are being encouraged to apply for it. In order to apply we need a cost estimate for the completion on the building. Patrick is pursuing the person who did the cost estimate for the Plymouth Town Offices. Once we have an estimate the finance committee can meet and discuss. There is a maximum amount that we can ask for in the grant but Patrick doesn't think we will be asking for too much. There is a 20% match which accepts unkind contributions. He is currently gathering letters of supports from people and groups that use our space, mainly artists and schools.

VI. Review / Adopt Committee Descriptions

Patrick made the adjustments to committee descriptions, specifically chief executor and executive director as discussed last meeting.

Based on prior board experience, Newt recommended we change the Nominating and Elections committee to Board Cultivation Committee. The committee should recruit future board members, cultivate current board members, support board participation, help with conflicts. Will made a

motion to make said change. Sharon seconded. The change was passed unanimously.

VII. Community Engagement Committee Report

Newt was elected as the chair by the committee on Tuesday during their meeting. He provided the board with an overview of what was discussed. They spend most of the time talking about an underwriting overhaul. The fact that we would be following the calendar year for underwriters they didn't want to change things too much as we will be asking businesses now. Prices have not changed in a long time so they recommend we increase our rates from \$250/\$400/\$750 for the three tiers to \$250/\$500/\$1000. We only have three underwriters currently, one of those being in-kind. The good part about this was that it still starts at \$250. Regionalization was brought up as a strong possibility and Patrick sees that working out specifically for underwriting. More ground work needs to be done to ensure the value is there for regionalization and look at pricing to make sure we aren't more than it would be to individually underwrite at all other stations. Patrick believes we need to take the reins here because everyone else is under resourced like us but we have an edge with having an underwriting program already. The committee came up with a list of businesses to approach soon.

VIII. Financial Report: Review Budget vs Actuals

990s will be filed shortly when they get filed John and Patrick will need to sign them. We were provided with actuals as of 11/17/2. It was in the minutes that the budget adjustment from last meeting was approved which was about salaries, putting 5,000 in salaries for Rebekah's full time position. This may change with Eric leaving and restructuring. The board decided to leave that money in place for now. Cable revenues have been rising, they are ahead of where they were in the past few years. Patrick thinks its because people are around more because of the pandemic. A finance committee meeting was brought up as well as working with an advisor for investment opportunities. Patrick is going to be meeting with Wendell Perkins about helping in an advisory capacity. Patrick believes there is a benefit to having him involved.

IX. Other

Newt asked about celebrating Eric's time at the station with a dinner. Patrick will suggest a time and communicate that with the board.

X. Confirm Next Meeting Date(s) - December 16 at 5:30 at the station.

XI. Adjourn - Newt made a motion to adjourn the meeting at 6:51. There was a second by Noah and the motion was approved unanimously.