

## Okemo Valley TV Board Meeting

Thursday, November 19, 2020 at 5:30PM held via Zoom

**Present:** John Cama, Sharon Huntley, Pat Moore, Don Richardson, Noah Schmidt, George O. Thomson, Patrick Cody, Executive Director, Okemo Valley TV Don left at ^ pm.

**Absent:** Will Harris,

**I. Call to Order/ Review Agenda** – The meeting was called to order at 5:33 by President Noah Schmidt. There were no changes to the agenda.

**II. Communications/Public Comments** – There are a few communications that Patrick will talk about later in the meeting.

**III. Review Meeting Minutes - October 15, 2020-** Pat made a motion to approve the minutes of the meeting of October 15 as printed. Don provided a second. The motion was approved unanimously.

**IV. Director's Report : Governor's Executive Order, Community Needs, Opportunities & Challenges, Marketing & Outreach - (20 minutes)** – Patrick sent his report to the board electronically. The full report is available on the Okemo valley TV website at [https://okemovalley.tv/sites/default/files/basic\\_page\\_files/Agenda-%20%20November%2019%202020.pdf](https://okemovalley.tv/sites/default/files/basic_page_files/Agenda-%20%20November%2019%202020.pdf)

Highlights from his report: It has been busy and kind of crazy at the station. He shared that the Susan Haefner concert had a big audience on utube but not much traffic on the website. He assisted Sara Stowell in live streaming the GMHS semi-final boys' soccer game. Over 400 people watched the game and the live stream seemed to be well received. He said he thinks we are making inroads with GM and will be looking for more collaboration.

The hybrid government meetings have been gone over well, although, Patrick anticipates that the meetings will once again be fully remote as a consequence of the Governor's new orders. Mt. Holly made an extra contribution to the station in the amount of \$500 for all the extra things that the station has been doing to assist them. Patrick anticipates the hybrid model will probably continue after COVID as more people are participating. He suggested we may need to invest in more equipment to make this feasible to do. He also shared that the Peg funding study has begun.

He indicated that the station is under resourced. We are challenged as to what we can do with the staff we have. We need to look at the best way we can put to use the Cares Act money. We might want to look at adding back some production time. He has talked to SAPA about how we might collaborate on a production position. There is a change in staff in marketing contract person and Cara is no longer working for us. Before Cara left she

recruited a work study student, Mackenzie from Mill River to work with us. She has a particular interest on the business side of marketing so we hope she can be a support to Sharon. If it works out well for her and her contributions seem valuable, then we might need to get her a computer. It is important for the programming highlights and eblast to go out on a regular and timely basis. We will be looking to develop some templates into which she can insert copy. Sharon would like to talk with her and establish some rapport. Patrick said he has established virtual meetings with her on Wednesdays at noon and Sharon is welcome to join.

Patrick also said he hired Marley Greenslet, a local college student who has expertise in computer hardware and building streaming servers on a part time basis. Hopefully this will be helpful in getting our streaming service off the ground and flourishing.

Patrick has a meeting scheduled tomorrow with Trevor Barlow of the Black River Innovation Campus and the Black River Independent School to how we might play a role in supporting their endeavors.

Fred is continuing to work remotely almost exclusively from his home using his own computer. We recently provided him with a new computer so that he can do this work more effectively.

As a result of the Executive Order, we will need to scale back the facility operations again to like it was back in March. The studio will be closed during this time and all staff will be working largely from home.

**V. Financial Report: Budget vs Actuals (10 minutes)** – The Cares Act money is a big help and makes our budget look good. We are on track with what we budgeted. We under budgeted in a few areas specifically in the web and digital services but are right on in most areas. Patrick is anticipating receipt of the second Cares Act payment soon. It will be in the \$3,500 range. We are not seeing a dip in franchise funds as we anticipated. He hypothesized this is due to the fact that many people are using the cable to work from home so we are not anticipating any decrease in revenue as a result.

The paperwork for new signers, John and Noah, and the attestation by George has been completed at the bank. Payments were on time this quarter for Comcast, however, the VTel check has not yet come in. Patrick indicated he might have to nudge them along which he usually has to do.

**VI. Membership Drive (15 minutes)** - Sharon shared she is working on an eblast template for new members and a modified one for current members for the membership drive. She provided a first draft template to which she will insert some “feel good points” for each level. There will be a live button to make it easy to join. It is nice and simple and to the point. Sharon will get copy to the board and asks for candid and honest feedback. We

need to get something out this year so she hopes to launch the drive the first week of December and then send out a follow up variation after Christmas. She suggested Mackenzie might be able to clean up the mailing lists and create email groups of lists i.e., former members; board members; businesses, etc. This would allow us to easily track respondents. Sharon said that statistically 30% of people will open the link open and only 15% will look beyond the first click. Patrick shared he fixed the Facebook issue. It was suggested that the intern could also work on a FB post. She might also do some research on when is the best time to give/contribute?

People in the community need to get used to seeing our name out there. We should promote that we are here to support and partner with the community. There was a suggestion to add a video to one of the mailings and possibly engage Pat by this using his drone. Sharon liked the idea and said every time we send something out, we will learn something.

There was a brief discussion on purchasing email lists and ways to get email addresses. Sharon stressed anytime we are getting information on people, we get email address. This is critical. There was a short brainstorm on how to get email addresses of town employees and possibly from Mill River. The intern might go on town websites to see what email addresses she can find there. She could also go on websites and get emails for local businesses. The question was raised if we need to get permissions to use peoples' email addresses? If they are out there on the web available to the public, we thought not. We need to have an unsubscribe option on the mailings.

John suggested a "subject line" should be included in the template and GOT suggested adding a line "...serving the towns of..." Sharon said she will hopefully have a copy ready this weekend which she will send to everyone for their input.

## **VII. Review Strategic Plan/Discuss Short and Long-Term Goals - (30 minutes) –**

Noah felt the Vision and Mission that we had in the plan still apply.

Short term goals for station...

~ Marketing... Possibly a table at Craft fair for Fletcher Farm. Do we need a new banner? Patrick will check out the old one to check on its condition. We need to get some new marketing materials (hats, t-shirts, etc.) as we have none. There was some discussion on offering a gift for the upper levels of donors. We also discussed doing a raffle offering a gift to get emails? We have sandwich boards that we occasionally use but the volunteers do not like lugging them.

~ PSA possibilities? There might be something that could be tacked on after a show.

Long term goals for station...

- ~ We need to find more economies of scale, collaborate form new partnerships and being innovative.
- ~ The website needs to be reworked. It needs to be more dynamic. Patrick said we have limitations because of the platform the site is on. The next iteration of it should be on the cloud.
- ~ We need to find a way to drive traffic online as we currently do not get many hits on the website. There was a discussion on what we can do about that.
- ~ We should review our fee for service. Perhaps we need to be charging for some of our services. We need to create a shopping list of services we provide and decide what ones are free and what ones we charge for.
- ~ We need to provide a way of letting folks know how they can support the station.

This is another possible task for the intern. She might create a list of services that we could provide to which we could assign a fee for service.

**VIII. Other Business** – There was no other business to be discussed.

**IX. Confirm next meeting date (s)** – December 17 at 5:30. A special marketing meeting will be scheduled by Sharon on Zoom.

**X. Adjourn** - Sharon made a motion to adjourn which was seconded by John. The motion was approved by all and the meeting concluded at 7:07 pm.

Respectfully submitted by,

George O. Thomson  
Secretary.