

Okemo Valley TV Board Meeting

Thursday, October 15, 2020 at 5:30PM held via Zoom

Minutes

Present: John Cama, Will Harris, Sharon Huntley, Pat Moore, Don Richardson, Noah Schmidt, George O. Thomson, Patrick Cody, Executive Director, Okemo Valley TV

I. Call to Order/ review Agenda – The meeting was called to order at 5:35 by President Noah Schmidt.

II. Welcome New Board Member – The Board welcomed Will Harris who is finishing out the term of Wendy Regier (through June 30, 2022). Will volunteered last summer at the station and previously worked in Community TV broadcasting.

III. Review meeting Minutes -September 28 - Pat made a motion to approve the minutes of the meeting of September 28 as printed. Don provided a second. The motion was approved unanimously.

IV. Communications/Public Comments – Communications – There is not much of official nature to report. There is a lot going on at the station and much to try and keep on top of related to the VAN / State of VT CRF Funding. Yesterday Patrick received an email alert that the RFP for the PEG Funding Study has gone out. It is to solicit bids for the expert analysis/study of the economics of PEG Access in the State and to determine a possible new revenue stream. \$100,000 was funded by the legislature for this purpose, in support of us all & our work. It will be interesting to see what they decide.

V. Director's Report (10 minutes) – Patrick will be sending his report to the board electronically. The report is available on the Okemo valley TV website at https://okemovalley.tv/sites/default/files/basic_page_files/Director%20Report-%20October%202020.pdf

VI. Financial Update (10 minutes) – There is no written report for the board. Finances are looking good right now. On or around Nov 15, we expect to receive our quarterly payments from VTel and Comcast. We have asked for an increased apportionment from the town of Ludlow. The question is what amount we should ask the other towns? We have been doing a lot more this year as a result of the pandemic. In Mt Holly and Cavendish, we are supporting their Municipal meetings with our Zoom accounts. Mt. Holly will now be doing a hybrid format and they will need more support from us. We need to help them figure out a solution as there are several issues with this new format One issue is folks cannot be heard as they are reluctant to use the microphones because of COVID. It was decided that

we should ask for an increase from the other towns as well. We will not ask Andover or Plymouth for an increase as we not doing anything more.

To help with or financial situation we do need to focus on fundraising issues.

We still need to get our paperwork in order at the bank. Once Noah has gone to the bank and signed the signature cards, George will go to the bank and sign and attestation. Noah will let George know when he has gone to the bank.

VII. Membership Drive & Business Underwriting Campaign (15 minutes) - There are two community-based fundraising programs for us to activate. Last year we did no business underwriting. The membership category for individuals has three support options \$25, \$50, \$100. Business get some exposure and there are three price categories for them are \$250, \$400 or \$750. We cannot call the exposure they get advertising but we can give credit to businesses for sponsoring a show or program. There was a discussion on considering giving them something to thank them. Sharon will talk about these ideas when she meets with Kara.

Sharon reminded the board that she needs 10 names and email addresses for outreach. She has only received lists from two board members. She is looking to create an email group that we can solicit. Her plan is to first send them an eblast, then follow up with a phone call and suggest they go to the website where there is more information. There was a discussion on the value of the eblast vs. person contact. Noah and Sharon will have a discussion over this.

We would like to encourage all select board members to become members. There was a discussion of possible sponsorship by businesses, i.e. "Today's Town meeting is brought to you by." Patrick said we could consider that but indicating sponsorship for individual programs would involve more work and we are already stretched with staffing. There was further discussion about engaging businesses. Patrick reminded the board they need to be careful that we are not promoting advertising.

Noah said **Boot Pro** will be an underwriter next year. He suggested they could come in the studio and do a program possibly about the products they sell. Business who are underwriters could do different segments i.e. "How to fit boots properly" or "the importance of having good fitting boots."

We need to show that Okemo Valley TV can provide a value to businesses. A property management business could do a show on lawn care. A restaurant could talk about food. These programs would not be advertisements. The products they create in the studio could be shared on their Facebook pages and on other social media platforms. The thought is to give them a little value and they might come on board. Noah felt there was value for many businesses.....Killington, Singletons, OKEMO, etc. He suggested we could encourage businesses to come in and use our service which is a low cost to advertising.

Sharon said she would like to schedule a separate meeting with Cara and anyone else who wants to participate to flush this out. Noah and Patrick indicated interest in attending this meeting. Sharon would like to discuss all possibilities and create a tiered process that is clear for all.

Pat offered the use of his drone and his service if appropriate for any of these projects.

The possibility of engaging the Rod and Gun Club was mentioned. Don will bring the thought to the board to see if there is any interest. Another idea was that we might possibly get state meetings to broadcast, however, they all have their state Zoom accounts and YouTube sites.

VIII. Review Strategic Plan and Consider Work on 2020 Plan (45 minutes) – We discussed the purpose of a Strategic Plan. It should guide an organization in all decisions and outline where the organization hopes to go. In theory it should be reviewed annually and updated. In the fall of 2015, we had a meeting and strategized a plan. It was adopted at the annual meeting in June 2016. It was bulleted with high priority things that we want to do.

Patrick quickly reviewed the two-page strategic plan with the board offering his assessment on where we are on the plan and whether we accomplished the objectives.

Some highlights.....

We had been making some strides working in the school especially during the pandemic but now BRHS is closed. There is nothing established with BRIS yet.

The plan talked about branding. We changed our brand name and logo. The plan suggested we would be a known entity in the area. This is hard to measure. Certainly, we are a more known entity now although there initially was a little confusion between the Okemo resort and us. It is much better, however, than just the letters we had before as some people could figure out what LPCTV stood for! Okemo Valley TV is a better name than when we just had letters. At least now the word Okemo lets folks know geographically where we are located.

We have done well with equipment upgrades and do plan for upgrades on an annual basis. We are much stronger in this area than we were 5 years ago.

High definition...we are finally doing well in this area. We have the capability of broadcasting in high definition and in January we can make the request with Comcast.

We have certainly made strides within the community.

We updated mission and vision statements.

The plan outlined some wish lists how much money we needed to raise to fulfil the plan. We were somewhat successful but did not meet all our goals. The studio is not yet completely finished.

Next there was a discussion on the committees and their goals.

We went through this section point by point. We accomplished some goals, made some progress in others and in some areas there was no change.

There was a discussion on what we might be doing with regional partners. Is it reasonable to have five PEG stations in the area with 5 Executive Directors? Does each station need administrative staff? Boards? There were many unanswered questions.

We should make time to review the strategic plan and create a new one for five years. The first and obvious thing is the name needs to be changed. Noah suggests our new focus of the future of the station should be in community and regional collaboration. SAPA is in transition. The Executive Director of Woodstock is leaving (retiring) so they are in transition. WRJ CATV (Lebanon) just lost huge amounts of money as in NH franchise money goes to the town and they are not giving it to the station. Patrick said he tried to collaborate with stations for a debate with candidates for elections but there was no interest..

We need to discuss this further.

Patrick said he will revise the board contact list and send it out to everyone. Sharon asked everyone to use her personal email SharonBHuntley@gmail.com and not the one associated with the Vermont Journal.

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

X. Confirm next meeting date (s) – November 19 at 5:30. A special marketing meeting will be scheduled by Sharon on Zoom.

XI. Adjourn - Pat made a motion to adjourn which was seconded by Don. The motion was approved by all and the meeting concluded at 7:09 pm.

Respectfully submitted by,

George O. Thomson
Secretary.

