

Okemo Valley TV

Monthly Board Meeting

Tuesday, October 18, 2022 at 5:30 PM

Okemo Valley TV, 37C Main St., Ludlow, VT and Zoom

Minutes

Present: Noah Schmidt, John Cama, George O. Thomson, Pat Moore, Robert Greenawalt, Lisa Hamm-Greenawalt, Wendell Perkins, Patrick Cody, Executive Director, Okemo Valley TV

Zoom: Zachary McNaughton

Absent: Newt Rose

- I. **Call Meeting to Order/Review Agenda:** The meeting was called to order by President Noah Schmidt at 5:41.
- II. **Communications/Public Comments:** There is interest from a new community member, Becky Wynne, who would like to volunteer in the organization. She has a background in marketing and might be helpful on the Community and Engagement Committee.
- III. **Review and Approve Meeting Minutes:** Lisa made a motion to approve the minutes of Sept. 15, 2022. Bob provided a second. The motion was passed unanimously.
- IV. **Director Report (15 minutes):** Patrick provided his report to the board electronically prior to the meeting. He highlighted the following:

There are two main things that Patrick said we should to know. VTEL and Comcast contracts have both expired. VTEL is asking for engagement from representatives of the station for their “community needs assessment” as part of their renewal of the Certificate of Public Good. VTEL has asked for a letter of support from us. After lengthy

discussion, Lisa suggested we wait until the end of the week to hopefully get some direction from the Public Utility Commission and then write a general letter of support suggesting that we expect that our expired contract will be honored until a new one is crafted.

Regarding our expired contract with Comcast, Patrick had a video call with Melissa Pierce, the Head of Government and Regulatory Affairs. There are several things that we wanted Comcast to do which are outlined in Patrick's report. We have now received a draft of a new contract. We are getting some satisfaction and Melissa proposed to upgrade the studio feed from coax to fiber and to replace the modulators with IP encoders at no cost to Okemo Valley Television in exchange for decommissioning the remote origination sites at the Ludlow Town Hall, Cavendish Town Hall, and Cavendish Elementary School. She has asked the engineering team to proceed with the field survey and estimate and has provided them with OVTV contact information. We will get HD but it will not happen very soon and will happen when they have their next upgrade. We asked for replacing the contractual ad reimbursement with a financial contribution which was denied. We also asked about adding the Towns of Andover, Reading and Shrewsbury to our service area as we have already been doing some work in Andover and Reading. This was denied as it is "too complicated" for Comcast.

Patrick asked the board to take look at the draft contract and provide him with any comments. The Board has asked Patrick to ask for specifics about why we cannot add the Towns of Andover, Reading and Shrewsbury to our coverage area. It was suggested that Patrick inform Comcast that the draft contract is being reviewed by the board and we would like to cooperatively work with them to add the Towns (above) to our coverage area. We would also like to have a commitment in the contract to do the upgrades with a completion date. The board discussed the possibility of securing letters of support from the identified towns for the desired expansion if every necessary.

Finance and Bookkeeping - Wendell has offered to take over the reconciliations of our bank accounts. He will do this on a trial basis and plans to start doing them monthly. He indicated he thought it would only

take about 1 1/2 hours to complete after a few months of doing them. If necessary, we might be able to hire an outside bookkeeper to do this. Patrick has someone in mind if we need to go this route.

Next, Patrick talked about Google Workspace for non-profits. He said that all is running well now as is YouTube for streaming. However, we still we need to go with OTT apps. We discussed this at the last meeting. He has been talking with Lightcast who recommend we do a plan for \$449 per month which amounts to about \$5,400 for the year. We can use part of the state appropriation of \$25,000 for online distribution to cover the cost. Lightcast will also give us a grant of \$25,000 to cover some of the expenses of development of the apps (5 total to start).

Lisa made a motion enter into a contract with Lightcast at a cost of \$449 per month for the online distribution upgrade to be renewed annually. Wendell provided a second to the motion which was subsequently passed unanimously.

Design services. Patrick has reached out to a company called Existing Conditions, which is a service that provides drawings of existing conditions efficiently & expediently. He has requested a consultation to review our project, after which point he will have more info. to share with the board.

Patrick provided a draft letter to Claudio Velez on September 22 that the board never acted on. Some board members did not remember receiving it so Patrick will send the draft out again. Board members need to all look at it and if acceptable it needs to be sent out from the Board under the President's signature.

V. Financial Report (5 minutes) - Patrick will do a quarterly report and send it out to the Board.

VI. Plans for Dec 10th TV Auction & Pledge Drive with PA's Way (15 minutes)

Patrick indicted that he needs some volunteers for this. Details are can be done by Patrick. He could use help on getting a pop up on our website

site so people can easily make donations. Patrick will be responsible for setting up the show. We need to come up with a policy for this type of activity concerning shared fundraising/ managing fundraising.

The Board felt an MOU is needed including defining the project and how resources are to be divided (50-50)? We should articulate the expectations of each of the parties. It was suggested we might include promos for OVTV during the program. Lisa did some quick research and indicated there are MOU templates available.

It was decided that we need a planning meeting to document all of the details. A meeting was set for Friday, Oct 28 at 10 am at the studio. GOT, Lisa and Patrick will work on this. Lisa may start working on a draft this prior to that time.

VII. Regulatory & Contractual Updates: Comcast & VTEL (15 minutes) -
This was tabled.

VIII. Future Planning and Goals: Review Mission, Vision and Strategic Plan Outline (30 minutes): This was tabled. Patrick recommended (at a previous meeting) we allocate a specific amount of time at each board meeting to talk about specific topics.

IX. Other Business: Promotional Materials – Patrick suggested we use some of the \$25,000 state appropriation funds for promotional materials shirts, hats, pens and something on to put on the walls (i.e. How to become a member of OVTV).

We have had some new memberships come in but need to get the Community Engagement Committee together to work on getting and retaining underwriters.

- Lisa has also set up a LinkedIn website for OVTV. She urged the Board to go LinkedIn, look for OVTV and sign up and then send out an invitation to friends! Lisa will manage. This will add the professional networking site to our social media arsenal.

- X. **Confirm Next Meeting date(s):** Thursday, November 17, 5:30.
- XI. **Adjourn:** Pat made a motion to adjourn the meeting at 7:13 PM. John provided a second. The motion was passed unanimously.

Respectfully submitted,

George O. Thomson

Secretary