

**OKEMO VALLEY TV
BOARD OF DIRECTORS**

REGULAR MEETING

**5:30pm
THURSDAY, OCTOBER 21, 2021**

BOARD MEMBERS PRESENT:

John Cama
Susan Haefner
Will Harris
Newton Rose
Noah Schmidt, President
Zachary McNaughton (virtually)

STAFF PRESENT

Patrick Cody, Executive Director

1. Call to Order

- a. Noah Schmidt called the meeting to order at 5:41pm.

2. Public Comments

- a. John Cama noted a newly streaming film that was set and filmed in the area. He reviewed the film as “cute,” “interesting enough,” and “all right.”
- b. Patrick Cody noted that various community members have occasionally reported technical frustrations with hybrid meetings. Cody noted streaming and recording these events as only as strong as the weakest link. These weak links are often out of OVTV producers’ control including an individual’s broadband speed.
- c. Noah Schmidt inquired whether the Two Rivers Supervisory Union is currently providing monetary compensation or support for hybrid meetings.
- d. Patrick Cody responded that they are not compensated by the school district. He wondered whether the school district would view the production quality as meriting compensation.
- e. John Cama suggested exploring avenues to receive financial support for producing and recording hybrid school meetings.
- f. Susan Haefner suggested a cheat sheet to help resolve common technical problem by community members.
- g. Noah Schmidt suggested reviewing Zoom protocols with community members.

3. Approval of the Minutes

- a. MOTION by Will Harris and seconded by John Cama. Motion passed unanimously.

4. Director’s Report

- a. Patrick Cody reported that he hired Rebekah Ferreira to assist with production needs.
- b. The organization is busy with recording local meetings. They are supporting about 20% more meetings than one year ago. More people are also relying on OVTV's services. Additional funding or volunteers will be needed to sustained increased workload.
- c. Noah Schmidt inquired about asking for more funding from organization's receiving OVTV's services.
- d. John Cama added that the organizations should at least become members.
- e. Patrick Cody responded that OVTV increased financial ask from most towns last year. He has not asked Andover so OVTV can build up value to town and ask for financial support after three years.
- f. Patrick Cody reported that there is more use of the studio space and past producers are returning.
- g. He also reported on a new apprenticeship program with the Black River Exploratory School.
- h. He noted that Woodstock Community TV is also celebrating 20 years of operation. He wondered if there were opportunities for collaboration to celebrate community TV in the region. He hopes to build awareness of this community service.
- i. He noted that Ralph Pace is making recommendation on the use of ARPA funding by the town of Ludlow. Cody is advocating for the funding to support an improved sound system in Heald Auditorium and robotic cameras in the Ludlow Town Halls that would give OVTV staff the ability to remotely control technology for meetings.
- j. John Cama inquired about shifting part time production position to full time.
- k. Patrick Cody responded that the Finance Committee has discussed this shift. He noted that the position is budgeted for 20-25 hours per week. There is a need to free up the director's time for larger projects. The station needs to offer a competitive rate for production, post production, and scheduling. He also noted the need for consolidation of resources in the long term and suggested to start small partnerships with other public access organizations.
- l. Patrick Cody noted that the Finance Committee also discussed money funds to Heritage Credit Union. He also wondered how to tap into outside volunteer advisors on topics like investing.
- m. Patrick Cody noted that the previously approved budget needs adjusting to include a net increase of \$11,574. He suggested moving \$5000 to cover salaries.
- n. Susan Haefner inquired about increased cost of benefits for increased staff.
- o. Patrick Cody responded that benefits are mostly already built into the budget.
- p. MOTION by Noah Schmidt and seconded by John Cama to move \$5000 of the operating fund to salaries. Motion passed unanimously.
- q. Patrick Cody shared suggested revision to committee descriptions.

- r. Noah Schmidt inquired about personnel policies.
 - s. Patrick Cody responded that there is a need for more professional Human Resources consulting.
 - t. John Cama asked if the payroll services contractor had boiler plate policies. Patrick Cody will investigate.
 - u. Noah Schmidt noted that the Community Engagement Committee needs to meet. The committee will set a date after the full board meeting.
5. Buildings and Grounds Committee Report
- a. Will Harris reported that the committee wants to complete work to floor, doors, HVAC, and kitchen all at once. They are currently seeking ballpark estimates.
 - b. Patrick Cody noted that the organization is in a better financial position than previously because it has no outstanding debts. He doesn't want to rely on volunteers of fundraising for this project.
6. Finance Committee
- a. Patrick Cody shared current Okemo Valley TV Budget with FY22 Actuals as of 10/20/2021.
7. Old Business
- a. Patrick Cody noted the need to look for three-year budget projections.
 - b. MOTION by Will Harris and seconded by Susan Haefner to adjourn.
Motion passed unanimously.

The next meeting is November 18, 2021 at 5:30pm.

Sincerely submitted,
Newton Rose