

Okemo Valley TV Monthly Meeting

10-21-19, 5:30 PM @ studio conference room

Attendance: Noah Schmidt, Fra Devine, John Cama, Don Richardson, Wendy Regier, Sharon Bixby & Patrick Cody, Exec Director.

Meeting was called to order at 05:31 PM by Pres Fra

Review minutes of 9-16-19 drafted last month by Wendy. **Motion to accept minutes as presented made by John, seconded by Noah Approved.**

Communications: Patrick composed a memo from Okemo Valley TV to the PEG Access Study Committees - specific to our station. (See attached) Pres Fra- asked would it be more potent if we could circulate it to all board members and all sign. Patrick felt individual letters from board members and others in the communities we serve would be best and he will send in one on behalf of the Station. Members were urged to all send individual email letters.

Directors Report: Patrick advised the station has been busy. Fra asked if the BRIS (Black River Independent School) connection will be worth it at this point in time? They have a long way to go still (financially)... Patrick has volunteered to assist them with media education if it comes to fruition. Wendy reminded us their videos are some of the most watched on our stations. Patrick said at this point not a lot of time will be spent on this- but we want the door open when/if it does happen. If underwriters want to support this- Fra said it would be great.

VAN has been approached to do modified video connections like VIT had. We are centrally located- may also end up being site for long distance learning. Access to high speed internet band width... monitors on a cart- laptop etc. VAN said this could be an income center for us- paid by the State. VAN is working with Audio Video Corp. May be a possibility for us in the future.

Additional item- the project with UVM and State Archeologists won a first place award. Will be a good PR piece for us. Was a collaborative regional project. Patrick will try and attend awards ceremony.

Financials ~ Budget report and profit and loss (attached)

Fra asked about Bank balance- It appears money came out this month from money market? Patrick advised if we were under \$5000 in operating account \$10,000 comes out automatically from the Money Market. It will go back in once Comcast money received.

Both COMCAST and VTEL Capital money comes in combined checks from the respective companies

Comcast total 5 ½ % (broken down as 5 % operating + ½ for capital)

VTEL now 5 ½ % and is divided out as does Comcast... (5% operating ½ % capital.)

We should see an increased payment from Comcast – now that suit is over and contract negotiations will be re-opened.

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Town appropriations- we have received one town's payment already. Will seek increases on all but Mt Holly as they increased us last year. Ludlow's request was sent in this week as they had a deadline.

Underwriting- The Book Nook—new. OVTV is still seeking memberships.

Production services- in future—doing productions for TRSU After School Program and Summer Camp.

Expenses are on target. 32% and we are just under 1/3 of the year. Income- on track.

Personnel payroll changes were done mid-September so payroll costs now significantly less than it had been.

Professional Services- Consulting. In July we received old invoices from Bill Markowski. He was paid this year for work done in the last year. Grant writer... Misc. expenses??

Comcast settlement money- before end of year. OVTV will get \$23,500 for sure, plus a % of what VAN received. (\$100,000). At the very least could be an additional \$5,000. Some of the \$23,500 needs to be used to upgrade our internet service... approx. \$1800 for this purpose.

Fra asked about any other major concerns in the finances? Patrick said, "No there is a glimmer of hope..." Based on what Comcast has said. .. Next payment due in a couple weeks our payment may be similar- we should not see a reduction. We did budget a 10% reduction—so we may end up with a little surplus.

PEG Access Study Committee Update See directors report.

Fra asked about VPR- Has VAN done a show on their VT Edition? Is an important topic. Patrick to look into it. Believes someone spoke earlier on VPR. Could make the public realize need for public access and what we are facing.

OUTREACH DISCUSSION: Our recent survey had low results. Patrick feels we need to be more proactive next time. Most do know who we are and do watch on line as opposed to TV, most knew how to find schedules, most were older citizens. (See attached)

Non-profit roadshow. How do we get the word out about our services? Started to identify groups... Non-profits and social service agencies. Various categories. Local, small, some use us already- Larger ones in regional area- do we collaborate with other PEG stations? Do we need new brochures? MOU's to show our expectations and theirs, make sure we are on their "event check list" so we can have the info on their events, make sure their press releases include our info.

Also talked about Do It Yourself shows- teach their members to do the work vs paid production services.

Spoke of Community needs- using the non-profit road show to collect input re: community needs.

Wendy reported she and Patrick met with Carol Lighthall of the Chamber. She has many of the same issues we have. How do we get community members to get involved; how do we get new people into town. I.e. Train rides. Columbus Day – buses to come into town to shop etc. She wants to work with us- asked if she could convene non-profit roadshow—she was not too interested. We need a compelling article to get into their magazine—as the

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magazine might be something we want to get into. Maybe about a young person who has trained with us and is now in THE business... ie. Phil Newman- an LA cinematographer who has local roots. Fra- if we are able to get into the Okemo Magazine. What would it take to get something in? Noah sees the magazine as a tourist piece- any article would have to appeal to those visitors. Fra said it captures the spirit of the area... maybe tied in with the events calendar. Sharon mentioned asking Glenn Heitsmith if he would brainstorm about an article.

Tentative meeting Weds 13th for Fundraising and outreach committee 1 PM at studio.

Building Needs- Met with Scott Murphy- talked about accumulated issues and the Town was receptive. Right away the exterior lights on the East side to be replaced and they also agreed to refinish concrete pad on Northside that has been deteriorating over time. Also stucco at the front is peeling with mold- will be addressed. Window replacement- lease vague. What Frank Heald originally said the "Interior was our responsibility- exterior was their responsibility" Scott says the lease was too vague.

Long term- paving- in future- will ask us to pay for some of it. \$15,000 last quote- would ask us and BRGNS to contribute. Water issues- he will see what they can do. General Beautification- landscaping would help.

No Other Business- nothing to report.

To Do List- still on list- To Develop collaboration task force

Confirm next meeting date—Wednesday 11-20-19 5:00 PM note time of meeting

Motion to adjourn—made by Wendy, seconded by John.

Respectfully Submitted:

Sharon Bixby, acting Secretary for the day.