

Okemo Valley TV

Monthly Board Meeting

Tuesday, September 15, 2022 at 5:30 PM

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

Minutes

Present: Noah Schmidt, Robert Greenawalt, Newt Rose, George O. Thomson, Pat Moore, Wendell Perkins, Patrick Cody, Executive Director, Okemo Valley TV

Zoom: Lisa Hamm-Greenawalt

Absent: John Cama, Zachary McNaughton

- I. **Call Meeting to Order/Review Agenda:** The meeting was called to order by President Noah Schmidt at 5:33. The only revision to the agenda was to approve the minutes of both the May 11 and July 26 meetings. We also decided to approve the minutes of the June 11 meeting since the July minutes do not indicate which minutes were approved.
- II. **Communications/Public Comments:** There were no communications or public comments to report.
- III. **Review and Approve Meeting Minutes:** Pat made a motion to approve the minutes of May 11, 2022. Lisa provided a second. The motion was passed unanimously.

Pat made a motion to approve the minutes of June 11, 2022. Wendell provided a second. The motion was passed unanimously.

George made a motion to approve the minutes of July 26 2022. Bob provided a second. The motion was passed unanimously.

- IV. **Director Report (10 minutes):** Patrick provided his report to the board electronically prior to the meeting. He highlighted the following:

~ He talked about using a pledge drive to help an organization in the community. A long time goal is to collaborate with some town organizations and this is a great way that we can do this now that we are equipped to do this. He reported Paula VanGuilder has started an organization to bring awareness about mental health

advocacy and is eager to try and raise some funds through pledge drive and is ready to start planning and get out publicity.

She and Patrick tentatively picked the date of Saturday, Dec. 10 from 10 am – 12 noon for this event. This event would be live streamed and people could call in and make contributions. Paula has people that can help to generate content for the program. Her husband would play Santa. There would also be some pre-recorded segments and possibly some other folks would play live music. We have less than three months to put this together so we need to start planning now as there is quite a bit of front work that we would need to do.

We would provide two staff people and some other volunteers. Once we have the format set for the event, we can hopefully use the same format with other organizations. Kelly Stettner from BRAT is also interested in doing a pledge drive. We would need our own square account to funnel the funds.

~ **Our website needs an update.** Streaming generally works but there are some hassles. We use YouTube that sometimes cuts out our programs (perceived copyright issues). People are actually watching more on line than on TV.

Streaming is available through our website video, on demand, 24/7 live streaming, Vimeo and Facebook, Instagram. and YouTube. There is not as much control with YouTube as they have lots of advertising intermixed with programming. Unfortunately, these platforms are not all integrated so takes time and is inefficient uploading programs to each platform

There are vendors that can do all this very easily. They are huge and Patrick is in communication with one called Lightcast. He feels using a vendor that can integrate everything is a better option for our streaming. We are probably looking at a cost of \$5,000 per year for this streaming integration service. We could add on different things if we wanted at a future time. Lightcast is going to give us a quote which Patrick will bring this to the board. Since online is the way of the future we need to use this more. There are other companies that do this too but they are much smaller with less options.

~ **We need to develop a marketing plan.** Lisa suggested she could design something the size of the post card to give to folks at events with pertinent details on how to access the programming. She recommended it be small enough it could be easily kept and carried in it in a camera bag. We cannot advertise on TV but we can with streaming. Patrick suggested we do OTT and 24/7 streaming first and then possibly build out.

~ **Engaging Committees:** We need to figure out our tasks and get the committees moving. Patrick and Wendell have started this with the Finance Committee.

~ **Funding** – We are still getting our monthly franchise fees from Comcast and Vtel but we have no contract with either company. We have not had a contract with Comcast for 5 years. There are some issues still to be resolved but we are not able to get action. Vtel really does not seem interested in television service and when anyone calls to sign up for cable, they make reference to streaming services. If they give up providing television subscriptions, that will adversely affect our revenue by about \$25,000. The amount we receive is directly related to subscriptions to cable service which we know is decreasing and thus our franchise fees will go down, however, we are still OK at the present time.

~ **Architectural services.** After a lengthy discussion about our needs, the board has decided that we consider the building which we currently have as a completed project and we should inform the architect of this.

Bob made a motion to officially terminate the project which was originally planned. There was a second by Pat. The motion was approved unanimously. Patrick will put together a draft letter and share it with the board before sending anything out to the architect of the project.

~ **Studio upgrades** - Patrick talked about the lighting upgrade in the studio. A station in the Burlington area was upgrading their studio and had some lighting to give away. The fixtures are the exact ones that we had in our studio and since we needed more, Patrick secured them. Patrick has installed some of the lights and has contracted with Tom Dooley to help finish the project. Hopefully, this will be finished within a few weeks.

~ **Volunteer Time needed** - Patrick requested some volunteers to help clean out the shed and rid the studio on outdated and unusable items. Several board members (Noah, Pat, GOT) and Patrick agreed to meet next Thursday at 3 pm with their vehicles with transfer station permits to take care of this.

Financial report Review Amended Final Report FY22 Budget Report & Financial Statements, Review FY Budget (15 minutes): Patrick passed out the Balance Sheet and the Profit and Loss report for last fiscal year and was offered to answer any questions. He will also send the documents out electronically to all board members. He will have a current budget vs actual report to the board by Monday.

Although we are in good shape at the present time, the concern continues about viability of the franchise fees. As of Aug 31, we have \$88,072 in the checking account, \$23,970 in the MM account (which includes the building fund) and \$475.76

in a checking account and \$25 in a savings account with the Heritage Bank. Patrick said we may move all of our accounts to the Heritage Bank as the fees at People's (now M & T Bank) have gone up and there are no fees at Heritage.

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

- VI. **Policy Review: establish Process for Reviewing Personnel and Operating Policies and Procedures (15 minutes):** There is an ad hoc policy committee that consists of Lisa, Zach and Wendell. We do need to review and update policies as some of them are 20 years old and simply do not make sense anymore.

It was suggested by Lisa that the policies that we need to look at be uploaded into google drive and sent to the members of the committee. We should select a few to do and work on those allocating some time to do this at every meeting.

- VII. **Other Business:** none

- VIII. **Confirm Next Meeting date(s):** October 18, 5:30.

- IX. **Adjourn:** Noah made a motion to adjourn the meeting at 7:01 PM. Bob provided a second. The motion was passed unanimously.