

Okemo Valley TV

Regular Meeting

Thursday, September 16 2021 at 5:30PM

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

Present: John Cama, Will Harris, Zachery McNaughton (zoom), Pat Moore, Noah Schmidt, George O. Thomson, Patrick Cody, Executive Director, Okemo Valley TV

Absent: Susan Haefner, Newt Rose, Sharon Huntley

I. Call to Order / Review

The meeting was called to order by President Noah at 5:35.

II. Review Agenda and Consider Any Adjustments

There were no changes to the agenda.

III. Observances/Communications / Public Comments –Patrick shared a letter from Paula VanGuilder who has participated in some camera training and has borrowed a camera. She proposed using the studio to partner with a non-profit to hold a telethon/silent auction as a fundraising event for both organizations. This is something we have considered in the past but we wanted a not-for-profit entity to partner with us. She is working on setting up a non-profit organization in the mental health field and is looking at this as a possible revenue source. Once she has 503c status, we will talk further about this. This is something that could potentially occur later in the fall or winter. Okemo Valley TV could do all the technical stuff the other organization could do the content.

IV. Review & Approve August 25 Meeting Minutes - Noah made a motion to approve the minutes of the August 25, 2021 meeting with corrections to the spelling of Will's name. Will seconded the motion. The motion was approved unanimously.

V. Director Report (10 minutes) – A copy of the Director's report was sent electronically to everyone prior to the meeting. Patrick acknowledged of the loss of Fred Marin who was on the board for five years and also an employee for 7 years

(20 hours per week). Patrick prepared a lovely tribute on Fred which is posted on the website. The board expressed well wishes and thoughts to Fred's wife, Lisha.

It is a very busy time at the station as Eric is on vacation and Fred's position is vacant. Noah has recorded meetings three nights in a row. We need to do schedules further in advance so they can be on the programming guides on the TV stations. Patrick has had to do the job of three positions now so some things just are not getting done in a timely manner. There was a brief discussion on possibly having a HS student as an intern to do some work at the station. There was also a discussion on sharing staff with other stations and/or combining the field producer and the production position. There was some response to advertising for the production position and Patrick has conducted an interview with a candidate. He believes he will offer the person the production position and if that works out possibly expand it to include the field producer job.

Patrick suggested we take a look at the Strategic Plan and update as it should drive what we are doing. Some things in the strategic plan have been accomplished and others not. Many of the stations in Vermont will probably not survive once the funding through cable revenue starts to decline. The key to survival will be to regionalize. This could potentially be done at least at an administrative level. There was a discussion on Okemo Valley TV taking the lead and develop suggestions on how we might share staff with other stations.

The board had a lengthy discussion on how to start this conversation. Patrick has broached the subject with directors of several of the stations in the area, but the executive directors have changed so he would have to start the process over again. Stations that might be interested in the concept include SAPA, CATV and Woodstock. The board is interested in further investigation about regionalizing and hopes Patrick can continue conversations when time permits.

Patrick continues his roll on the VAN board. He has reached out to VLCT to ask about collaborating on an online forum about using ARPA funds for hybrid meeting equipment & broadband infrastructure in Town Halls & offices. They are hosting virtual town hall meetings to discuss using ARPA funds to secure equipment for virtual meetings.

VI. Personnel Committee Report: PTO, Vacancies, Long-Range Forecasts (20 minutes) – Patrick sent paperwork to the committee with PTO stats. Eric has 12 unused PTO days for the last fiscal year and Patrick has 16. He asked the board to consider letting them carry over the days splitting them over two years. Yearly Eric

has 24 days and Patrick has 33. Noah made motion to carry over unused PTO days for Patrick and Eric from last year and spread them equally over the next two fiscal years (6 days each year for Eric and 8 days each year for Patrick). They will not be compensated if their employment terminates before FY 24. There was a second to the motion by John. The motion was approved unanimously.

The personnel committee indicated they would like to fill all vacancies so we will be able to focus on long term goals and partnerships.

VII. Financial Report: Review Budget vs Actuals (10 minutes) A copy of the report which reflects the end of first quarter, was distributed to the board electronically prior to the meeting. There was some discussion on specific line items. The 2nd quarter of the year (April, May, June) tends to have the lowest franchise fees of the year. Over all the budget looks good so far.

VIII. Committee Tasks & Mobilization: Short & Long Term Goals (15 Minutes)

The strategic plan is 6 years old and because of some changes at the station, the way we operate and because some things have been accomplished, we might want to have a new plan.

It was suggested that committees meet, review the appropriate sections in the plan that apply to their committee and come back to the board at the next meeting with potential changes/recommendations. The plan has the goals but does not have an implementation plan so committees should formulate some suggestions on “how to.” This work might possibly include some regionalization or sharing an employee.

John suggested a committee might work on a draft regionalizing plan which would include a neighbor station. The board would hope when time permits, Patrick could investigate ideas of how we might share resources with another station (staff, equipment, etc.). This conversation will continue. Zach suggested the programming person might be the first thing to talk about as smaller stations do not need a FT person to do this, but two or more stations might share a person to do this job potentially resulting in a full-time position which might be more attractive to candidates. Patrick said it has previously been talked about and since many stations use the same software, it might be best place to start.

IX. Other – None

X. Confirm Next Meeting Date(s) - Oct 21 at 5:30 at the station.

XI. Adjourn - Pat made a motion to adjourn the meeting at 6:56. There was a second by Will and the motion was approved unanimously.

Parking lot issues (items to be considered at another time):

Review committee descriptions.... Patrick will work on updates

Update code of ethics

Update job descriptions.

Need to talk about money stream. What we do for free and what do we charge for.

When do we ask for payment?

PTO to be discussed at the next meeting