

## Minutes – BCTV Board of Directors Meeting – March 20, 2019 - FINAL

Respectfully submitted by Pauline Dean

Board Attendees: Lynn Barrett, Alex Beck, Marty Cohn (Hangout), Pauline Dean, Bob Gammon, Leah Goodman (6:36), Jesse Kreitzer (Hangout), Chris Lenois , Jim Verzino	Location: Room 305, Brattleboro Municipal Center
Absent:	Call to order: 6:05 pm
Administration Attendees: Cor Trowbridge	Called to order by: Chris Lenois
Public Attendees: none	End: 7:20 pm

Agenda Topic	Motion/Action	Moved	Second	Discussion	Vote
Public Input					
Next Meeting	Wednesday, April 17, 2019 at 6 PM				
Communications to the Board				<ul style="list-style-type: none"> <li>- Rutland Herald article 3/1/19: “Cable access channels seek local support”</li> <li>- Reformer article 3/5/19: “Campaign aims to save public access stations”</li> <li>- Reformer Letter to Editor 3/14/19: “Save BCTV and other public access stations”</li> <li>- Commons article 3/13/19: “Seven towns step up to support BCTV”</li> </ul>	
Consent Agenda	Motion to accept all items in the Consent Agenda.	AB	PD	Includes: <ul style="list-style-type: none"> <li>- 2/13/19 Minutes as submitted</li> <li>- Executive Director’s Report</li> <li>- Finance Committee Report: at 66.6% of fiscal year, projected net income of \$12K.</li> </ul> Discussion: <ul style="list-style-type: none"> <li>- Goal to submit contract draft to SVC prior to next board meeting.</li> </ul>	8-0-0
<b>Old Business:</b>					
Outreach Committee report on FCC Rulemaking				<ul style="list-style-type: none"> <li>- 2/20/19 VAN Legislative Day was successful. Raised visibility of threat and asked for Summer Study Committee funding. Cor attended Committee</li> </ul>	

Agenda Topic	Motion/Action	Moved	Second	Discussion	Vote
				<p>hearings and spoke with legislators, as did Marty. Windham County legislators are leaders and supportive.</p> <ul style="list-style-type: none"> <li>- ACM/ACM-NE Strategy Meeting: Cor shared handout from Mike Wassenaar, "Three scenarios affecting community media/Feb 2019."</li> <li>- PUC workshop has been scheduled for 3/28/19. VAN will attend.</li> <li>- Marty reported that an Associated Press article may be in the works.</li> <li>- Leah uploaded a petition on Change.org to FCC Chair Ajit Pai on 2/28/19 and generated 700 signatures.</li> <li>- Town Meeting Day funding requests were approved in seven towns. Cor spoke to the issue in Jamaica, where it was a separate article.</li> <li>- Supportive comments noted in all towns.</li> </ul>	
Work Group Reports				<ul style="list-style-type: none"> <li>- Sponsored Content (Jesse): Youtube monetization, acknowledgement interstitials, membership benefit packages, 1-sheet for sponsorship; production team for in-house content in line with mission (nonprofits, civic engagement, local news show, local sports), PSAs to rally support, development director.</li> <li>- Fees for Service (Alex): have current fee structure, will be looking at raising fees and rates for studio use and municipal meetings. Will use Rueshare data to project uses and revenues.</li> <li>- Development-Fundraising (Chris): plan to send appeals every 6 weeks. Need to confirm that RueShare can be used for donor management. Redo Support page on website. Create donor and sponsor levels. Host fundraising events that are consistent with BCTV such as Voices Live. We don't have funding for a Development Director but</li> </ul>	

Agenda Topic	Motion/Action	Moved	Second	Discussion	Vote
				<p>are creating building blocks to be handed off. Grant writing a possibility but time-consuming and does not provide immediate funds.</p> <p>- Partner with SoVT AMOs (Cor): will set up a call or meeting to identify shared overhead purchasing could decrease certain operating costs.</p>	
<b>New Business:</b>					
FY20 Budget development				<p>Chris called a meeting of the Executive Committee to discuss the scenarios presented. Cor was asked to provide draft FY20 budgets at the 30% and 50% revenues projected following the FCC decision by April 5<sup>th</sup>. For the next meeting, the board requested a list of job functions to identify tasks that are essential, and a list of unfunded events that BCTV currently produces. Cor will articulate the budgetary goals for each Task Force's revenue source.</p>	
Announcements					
Adjournment		LB	BG	7:20 PM	9-0-0