

## Minutes – BCTV Board of Directors Meeting – April 17, 2019 - FINAL

Respectfully submitted by Pauline Dean

Board Attendees: Lynn Barrett, Alex Beck, Marty Cohn (Hangout), Pauline Dean, Bob Gammon, Leah Goodman, Jesse Kreitzer, 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: 7:57 pm

Agenda Topic	Motion/Action	Moved	Second	Discussion	Vote
Public Input					
Next Meeting	Wednesday, May 15, 2019 at 6 PM				
Communications to the Board				<ul style="list-style-type: none"> <li>- Letter from Vermont Access Network acknowledging BCTV's donation of \$500 to support VAN's legislative initiatives.</li> <li>- Email from Kevin Christopher requesting contributions to offset LCATV's expenditures on VAN Legislative Day.</li> </ul>	
Consent Agenda	Motion to accept all items in the Consent Agenda.	BG	LB	<p>Includes:</p> <ul style="list-style-type: none"> <li>- 3/20/19 Minutes as submitted</li> <li>- Executive Director's Report</li> <li>- Finance Committee Report: at 75.1% of fiscal year, projected net income of \$15K.</li> </ul> <p>Discussion:</p> <ul style="list-style-type: none"> <li>-Alex thanked BCTV for help with the Sophomore Summit.</li> <li>-Marty expressed appreciation for Cor's participation in the Peter Welch Roundtable on 4/8/19 at Channel 17 in Burlington.</li> <li>- Marty praised the staff and volunteers for winning a 2019 Hometown Media Award.</li> </ul>	9-0-0

Agenda Topic	Motion/Action	Moved	Second	Discussion	Vote
<b>Old Business:</b>					
FY20 Budget Scenarios				<ul style="list-style-type: none"> <li>- Cor submitted budget scenarios at levels of reduced Comcast revenues earlier in the month.</li> <li>- Alex noted that fundraising goals seem low, but that there is little staff time to achieve them.</li> <li>- Cor will look into development software for small nonprofits.</li> <li>- Cor will draft a fully funded FY20 budget for review next month. Performance reviews will follow in late May.</li> <li>- Cor will reach out to southern Vermont AMOs with potential cost-saving measures.</li> </ul>	
Work Group Report: Sponsored Content				<ul style="list-style-type: none"> <li>- Jesse will work with Cor on adjusting production rates to cover costs.</li> <li>- Marty will package and promote sponsored content such as news and sports.</li> </ul>	
Work Group Report: Increased Fees				<ul style="list-style-type: none"> <li>- Alex reviewed the proposed new membership fee structure created by the group.</li> <li>- All producers have to be a member, then they can choose to pay for equipment and facilities by individual use, or they can pay for an annual use package.</li> </ul>	
Work Group Report: Development/Fundraising				<ul style="list-style-type: none"> <li>- Cor reported that RueShare will not be adequate as a donor management database and will look Little Green Light and Salesforce.</li> </ul> <p><u>Next Steps:</u></p> <ul style="list-style-type: none"> <li>- Create database in Constant Contact for appeal letter that Chris has drafted. Add Change.org contacts.</li> <li>- Issue RFP for grantwriting and development work so that we get someone with the right expertise.</li> </ul> <p><u>Event Ideas:</u></p> <ul style="list-style-type: none"> <li>-- "BCTV Unplugged" concerts or storytelling nights with Studio audience</li> </ul>	

<b>Agenda Topic</b>	<b>Motion/Action</b>	<b>Moved</b>	<b>Second</b>	<b>Discussion</b>	<b>Vote</b>
				-- Lawn game septathlon at Kampfires -- Voices Live with Becca Balint -- 2020 Campaign Fund to cover political events -- Film event at NECCA as a joint fundraiser	
<b>New Business:</b>					
Request for contribution to cost of VAN Legislative Day	Motion to donate \$100 to LCATV to offset the cost of hosting VAN Legislative Day on February 20, 2019.	MC	BG		9-0-0
Policies for Producer Income	Motion to approve changes to Producer Income policies.	MC	JK	Cor explained that the policy for producers using BCTV's equipment and facilities for paid work outside the station require that a percentage of "net monies received" be paid to BCTV for use of the equipment, which is open to interpretation because there is no definition of what costs can be counted against the gross payment. The board approved updating the policy.	9-0-0
Website – Drupal 8 migration	Motion to designate \$5,000 from FY19 Net Income to payment for migrating brattleborotv.org to Drupal 8.	AB	LB	Cor presented a proposal from First Turn Media explaining that our web developer is ready to move the site to Community Media Bootstrap V2 on Drupal 8, a more robust and sustainable platform that will be easy to update in the future. The firm requests payment from small stations of \$5000 by May 1. The firm will donate \$1000 of additional unpaid time and will forego payment of monthly SLA (\$300 per month) from signing until site launch, which could be a savings of \$1800.	9-0-0
Announcements					
Adjournment		LG	CL	7:57 PM	9-0-0