

CATV Board Meeting Minutes for June 12, 2018

In attendance: Peggy Allen, Michael Murray, Dan Maxell-Crosby, Karen Zook, Barbara Krinitz, Donna Girot (Executive Director)

Minutes: The minutes for the April 17th meeting will be reviewed at the August 13th meeting.

Executive Director's Report – Donna Girot

Staff participated in the Hartford Block Party – Hellos and Jokes; also participated in Art in the Park.

Summer Camp for tweens – 3 of the 4 weeks are filled; News Media Week still has openings.

Loss of Vermont Franchise Fee revenue allocation: loss of \$4,000 in most recent payment from Comcast, which could translate to a \$12,000 loss if the trend is sustained.

- The Board discussed the implications of the loss of revenue and authorized Donna to dip into reserves to fund completion of the Lebanon City Council Chamber overhaul which is ongoing. If more than \$10,000 is required to fund the gap, Donna will return to seek additional approval from the Board.

Three Year Technology Needs Cost Analysis – Donna provided the Board with an outline of upgrades required to keep pace with technology changes and to replace aging equipment. The total cost is \$181,516 in anticipated need. When we net out the \$25,000 per year CATV has been able to set aside in capital reserves, this leaves a net deficit of \$106,516. A discussion of possible sources of additional revenue followed.

- The Byrne Foundation has offered a \$20,000 grant if CATV can raise \$23,000 from the region. This grant offer led the Board to discuss possible fundraisers, including:
 - o Sell sponsorships for CATV programming;
 - o Consider a Food Truck Festival in Downtown WRJ – given success of Lebanon event.
 - o Harry Potter Trivia Contest – given the upcoming 20th anniversary of the release of Harry Potter.
 - o Marco the Magician – sponsor a benefit performance.
 - o Produce a cooking show or a cooking show competition.
 - o Zombie Walk – in conjunction with Halloween.
 - o Canoe or kayak race
 - o A Capella concert benefit performance at the LOH or HOP.

After 45 minutes of discussion around special event fundraising options to help close the funding gap, the Board agreed to convene a special meeting to further discuss several fundraising options. That meeting was scheduled for Tuesday, July 17th at 5:30 pm.

The Board adjourned the meeting at 6:57 pm