

## **CATV Board Meeting Minutes for April 16, 2019**

**5:30 pm**

**Attendants:** Julia Griffin (Acting Chair), Barbara Krinitz, Margaret Jacobs, Falguni Mehta, Donna Girot (Executive Director)

**Meeting Minutes and Treasurer's Report:** The Board did not review the meeting minutes from the February meeting due to a lack of a quorum. They will be added to the June meeting agenda along with the April meeting minutes.

A discussion ensued regarding the merits of asking the Chair to act as Deputy Treasurer due to her availability for ease of performing the function. Peggy is willing to continue in the role of Chair and Julia Griffin is willing to serve in the role of Vice Chair. We need to determine who will fill the Secretary and Treasurer roles. It was noted that Bruce Bonner was appointed as the new Lebanon City Council representative, replacing Karen Zook. Margaret Jacobs announced that she will be resigning.

### **Director's Report:**

#### **Fundraiser Update:**

Donna provided an update on the pledge drive as a fundraising concept. The Board discussed Donna's concept of previewing and running older movies available in the public domain with each Board member agreeing to essentially emcee a specific genre of film (Falguni – cartoons in September; Dan – horror/sci-fi in October, Julia – romances in November, Peg – drama in December).

In addition to the normal content work we do, the CATV crew has been working on community outreach projects.

#### **CATV-WRIF 48 Hour Film Slam Competition:**

Healthy showing of competitors registered for competition. Unsure if we are going to be in Briggs or Barrette Center. In past we have been slotted for Sunday afternoon. This year our premiere is going to be Saturday morning or midday.

Will launch the Halloween-o-thon theme at the premiere (sneak peak). For the general public, will launch HOThon theme/props needed to compete on July 13<sup>th</sup> as we did last year to encourage high schooler to create their movie over the summer instead of in a rush in the fall.

#### **CATV Pet Portrait Day:**

Date is Saturday, May 11<sup>th</sup> 10:30 am – 2 pm. Sarah, Kali & Donna & possible volunteers will work this. The purpose of this event is to create a positive brand experience for segments of the community that we don't regularly reach. Not really a fundraiser. It's more about collecting new friends and securing existing friendships with working families. Using one of Comcast's contractual advertisements on this project.

### Girls Behind the Lens Workshop:

Collaboration with the VT Film Institute, all day workshop in our studio on Saturday, May 18<sup>th</sup>, 10 – 4 pm, for girls 14 – 19 years old.

### Other Fundraising Projects

Donna has applied for several small grants but has not successfully landed one yet.

Hartford and Norwich appropriations have been approved by town vote. Received combined \$8,000 promise from Hartford and Norwich and will not have to get petitions signed this year if ask for same amount in next fiscal. Will receive half of the commitments (\$4,000) in this fiscal year because of differences in town and CATV fiscal years. Hanover Town budget includes request for an additional \$5,000.

Lots of digging into marketing places we have never been in order to promote the on-air sponsorship program. Starting with larger local companies. Banks seem to be more interested in event specific sponsorships.

### Miscellaneous

Second half of May will be State & IRS annual reporting time.

Staff currently tackling lots of headend room technical service issues that have arisen during and since February govt meeting mega month.

The meeting was adjourned at 6:20 pm.