

**CATV Board of Directors**  
**8-11-20 Virtual Meeting**

In Attendance: Peg Allen, Julia Griffin, Sharon Racusin, Barbara Krinitz, Daniel Maxell Crosby, Donna Girot, Executive Director

**JUNE MINUTES - CHANGES:**

**Donna Girot recommended changes**

Julia Griffin motioned to approve minutes as amended; Peg Allenseconded  
Modified meeting minutes were approved unanimously.

**EMPLOYEE HANDBOOK UPDATE**

Substantial edits include references to Lebanon as a coverage area, office open hour change, inclusion of a new harassment policy and a new child safety policy and procedures.

Daniel Maxell asked if the employee handbooks are distributed to part-time videographers.

Donna Girot said that since most of the handbook is not relevant to part-time employees. Relevant parts will be distributed to videographers and they will be expected to read and sign the code of conduct for interaction with minors.

Julia Griffin motioned to approve the amended handbook, Barbara Krinitz seconded.

8/11/20 employee handbook modifications approved unanimously.

**Executive Director Report**

WILLING HANDS VIDEO PRODUCTION

CATV is working on a freelance development video project for Willing Hands in lieu of no summer video camps. This project came out of networking with the Willing Hands ED, Gabe, after shooting an episode of A Closer Look about Willing Hands. Need this to succeed as a portfolio sample for potential future freelance work.

STAFF CHANGE

Our scheduler George S has moved away with short notice. But has committed to working remotely through December at 20 hrs per week.

OFFICE CLOSURE

CATV will be closed to the public Mon, Aug 17 –Tue, Aug 25, returning Wed, Aug 26. All employees are taking vacation time between now and the end of August to free ourselves for a busy fall/ winter.

PPE

Staying on top of sterilizing office surfaces and purchasing PPE to protect guests and staff. In-office staff rotation is mostly working for safety sake.

OFFICE RELOCATION

- Have completed MOU and approved by Superintendent who approved MOU. Confirmed that the MOU is not approved by the school board. So, we now have access to the space.
- Have completed phase 1 construction, door into hall, moved cable boxes.

Items Pending

1. Staff Background Checks – To do in August
2. Child Molestation Insurance – Apply for insurance.
3. Liability Insurance – Send proof to principal before move in. Preferably wait until have secured CM insurance.

3. Tip Top Construction

Phase 2:

- a. Move phone and security into headend room just after move-out. Get estimate from security company.
  - b. Construction on office to return to original state. Sept - October.
  - d. Construction on existing studio to return to original state. Sept - October.
4. Determine Installation Needs in New Location
- a. TBD: New location cabling (?). Coordinate with school IT manager.

## GRANTS

### New VT Media Center Covid Remediation Grant

Newly available is an up to \$18,000 grant. More realistically we could get just under \$10,000 on this grant for extra software and labor specifically because of pandemic. Lots of funding limits, validation reporting and a "through Dec" time limit.

### Paycheck Protection Program

The forgiveness window just opened but fed gov is not really ready for the applications. Accountant advises that we wait and change from 8 week to the 24-week option in order to try to get more of this loan forgiven. By extending this will be on the books as a loan until next fiscal.

## DIGITAL ASSET OWNERSHIP

Employed an attorney who specializes in is all things digital & cyber security to get a legal question researched about digital file ownership. Question to attorneys: Who owns Lebanon's digital assets? A: We do (as the contractor). Supreme court precedent.

### Recording Secretary's Notes

Dan Maxell Crosby asked what it means to be closed? A: Gov't meetings are on, Chico will pick up snail mail and email and can finish his Willing Hands video production project while Donna & Thomas are away.

-end of ED Report--

## **DREAMING CATV FUTURE VISION SESSION**

The hosts of the session, Eric Bunge and Amanda Rafuse suggested that we pause & reflect rather than go out to ask for money. We need a vision and a strategy to inspire donors.

**Q:** Did the board feel heard? Yes.

**Q:** What did we get out of it? (see below)

Discussion about the "Pillars" slide

- If we took away local media content we would NOT exist.

**Q:** How do we achieve the goals? Building on the pillars will be the way we bring in money. What is our value & potential? (see "Dreams & Aspirations" slide)

- With collaborators
- Through Education

Discussion about Dreams & Aspirations slide

**Q:** How do we evoke emotion so that people want to support us?

The pillars we have today will underpin our dreams and aspirations. Enhance the pillars.

The center pillar will ALWAYS be at the center.

Daniel: Should we be talking about marketing and use the “pillars” as our lens to operate - or should we decide on an initiative and how we support each pillar to bring in money?

Donna: We will have several messages about our value

In order to achieve the capacity we have to have more staff

Daniel: Should we match each of the phrases in the slide to our pillars [as an exercise]

**Q:** One of the Dreams & Aspirations was about the physical studio. What about having the new studio? Should we be seen?

- Barbara: low on her list. All the other points are important
- Sharon: Virtual spaces might include podcasting.
- Giving access to the students is more important; High on list: Giving voices to the activism in the communities we serve
- Julia: the storefront is important - physical visibility (for the older generation)

Peg Allen: Some virtual content can catch on fire such as DayBreak (which is not our mission)

Donna Girot: If we are respected for our news coverage, like the Valley News, we will get funding to support the initiative. Could we hire an editor and invest in a weekly magazine show. Donna looked into whether it could be part of the Dartmouth curriculum as part of a Dartmouth Tuck Business school project - the answer was no.

**Example:** We could help the Valley News and perhaps have the journalists do the show on their print stories.

Peg: If we look at this model, let's be broader and test other possibilities. Seed a few ideas

Donna: Thinks we should control the production instead of depending on independent producers for consistency sake, which costs money.

**Phase II** - clarification and fundraising targets.

Amanda R has the skills to build relationships that we could benefit from.

**[TASK FOR BOARD MEMBERS]** Seek out new board members:

A board member should have 2 of these three of attributes: offer wealth (theirs or their networks), wisdom, work.

If we know someone and don't know how to approach them, Donna and Peg will help

Should we look in Lebanon, or other towns? YES! Anywhere where they find value in what we do.

Adjourned 7:10 PM

Respectfully submitted,

Sharon Racusin

Norwich