

## **CATV Board Meeting**

October 13, 2020

Board members in attendance: Sharon Racussin, Donna, Julia Griffin, Peg Allen, Barbara Krinitz, Daniel Maxell Crosby

Absent: Falguni Mehta

## **CATV Executive Director Report**

### Office & Studio Transition

Have done: Completed the purge, demo, move and paint new space processes.

Still to do in old space: Sand studio floors, electric and sheet rocking in studio, rework security system, create a custom headend room storage/desk space, finish move out of old office.

To do in new space: Unpack second half of boxes, run longer ethernet cables in ceiling, figure out studio space & workflow, determine and create audio baffles for studio.

To do in community: Lots of work to do this month to get our change of address to all of our vendors, state and federal depts., website changes, business cards to reprint.

FYI: Have donated goodies to CATV friends, Thyme Restaurant and Listen. Have received book shelf donations from North Light Editions who was downsizing at the same time as our move.

### Communicating to the Community

An important foundational part of raising funds is to inform the community about our services in part to prove our organization's worth to the communities we serve. Finally, we are working on a weekly e-newsletter. It is currently time consuming to work on this project, but am working with a constant contact marketing specialist to execute this, which is a bit cheaper than hiring a freelance marketer to do this task.

### Halloween-o-thon

Working on this community outreach project now. Film entries are due Thursday of this week. Shy one judge.

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### Discussion about Office Transition

Biggest obstacle: Application for child abuse Insurance policy coverage turned down.

The small size of the organization might be a problem. Also applied for a camp liability policy which may be the precursor to getting the child abuse policy accepted.

Move is done, sanded floors of old studio, electrical and sheetrock and a little painting. Should get deposit back from Tip Top owner.

Change of address but business cards need to be done. Keep the existing phone # and waiting for phone conversion.

Still need to set up studio and mitigate noise. Still need to shred more archived documents.

IT dept. has created a location with open internet which is different from rest of school  
Live Ethernet ports and will continue to wire through the ceiling to individual computers in office  
Worried about internet traffic - sharing 50 mb!! Individual producers might need to come after school.  
May need to boost internet speed and researching cost of this if necessary.

Storage: Might need storage for archive or just locked file drawers

Head End room: computer system and meetings are being monitored from there. Someone is there about 1/3 of the time. Donna checks transmission and a webcam will be set up once Donna permanently moves.

#### New Office Hours

15 hours a week as opposed to 30 previously. Will modify these hours as needed. Other public access stations are still closed to the public. School is open 5 days in person but the students can't interact with CATV yet.

#### Discussion about Marketing Outreach

ENewsletter - constant contact - working on the goal to gather approx 3000 email addresses, Day Break will advertise & Hanover will advertise in their bulletin. We might be able to have sponsors. We need a serious policy on show rating.

#### Discussion about Fundraising

We have to polish our message and have conversation to build a relationship. Donna will send e-newsletters and they can subscribe.

#### Discussion about Enlarging the Board

Recommendations would be appreciated. Looking for People who are invested in the community, who are well networked and can help with fundraising. \Not limited to the five towns we serve. But more people from each town would be ideal as well as business, finance and marketing skills.

#### Discussion about Developing an On-air Sponsorship Program

Connect with large orgs in the area for underwriting - launched by Jan 21

#### 2021 Budget Development

Donna will work out budget scenarios by mid-November and will pass to board for next meeting

Next Meeting Dec 8th

Meeting Adjourned 6:40