

Attendees: Samantha Davidson Green, Executive Director, Peggy Allen, board chair, Sharon Racusin, Daniel Maxwell Crosby, Barbara Krinitz, Tracy Hutchins, Julia Griffin

- 1) Reviewed & Approved June 8th Board Meeting Minutes. Motion by Barbara, seconded by Peggy
- 2) Finance Report through June 30: Reviewed and Approved
- 3) Director's Report: Discussion

The Challenges: (see) "Big Picture" slide on building back the same is not desirable; branding is not working and demand is low; paradigm needs to change.

Our pillars:

- Education is critical in a bigger broader way. Samantha is expanding it. Speaking and understanding media makes us lifelong students.
- Secure content & disseminating content. We should go out to film it with a front row seat.
- Government transparency (PEG 10 year telecom plan)

- 4) Visioning/Strategic Planning (potential Repositioning/Rebranding sub-committee)

On PEG: The public has so many ways to access stations and the 10 year VT state communications plan does not address that. In the long run, it may not work. We should redefine the role of PEG stations. We must gain relevance.

Samantha prepared a powerpoint presentation on visioning.

Generational issue: profound differences between generations, class etc.

If we want to inform the public while seeking generational differences. Collaboration is very important.

Quality in the educational domain. Enhance literacy and skills. (Dan asked) How do we teach media consumption?

Repositioning (rebranding) powerpoint shared

What is involved:

Model was made for a different era

Media environment has changed

Unique value - find a new one

Quality problem - guaranteed funding with audience numbers are diminished

Marketing and promoting our product but is not positioned uniquely - engagement process - Identify the need

How do we do it:

ID target audiences to serve a need in the community and public

Teaching media courses

Intergenerational media education

Thinking about the disenfranchised - the unhoused; after school program media production (literacy skills)

What is our role to enhance their lives

Support business community when it serves an educational mission (Samantha gave example)

Position map:

Locate ourselves in relation to our competition-constant evolution

How are we perceived...what have we shed and should shed

CATV on demand (no longer Video on Demand)

Gov meetings are on YouTube now

Strategy (as opposed to Strategic Plan)

Long Term direction informing short term decisions

Challenges Assumptions

Energy intensive and should move towards implementation

Rebranding choices:

Do nothing, tinker or (recommended) reinvent CATV to a media community

The staff already functions autonomously with social experience and working like concentric circles but align staffing to support the new direction by redefine staff roles with shared philosophy and understanding

Sub-committee: The board including a couple of community members

Wealth Management: Thinking about how we invest the assets we have and make our \$ work for us. Dan and Samantha will learn what options are available and bring the options back to the board.

Next Meeting: Oct 12th

Respectfully submitted,

Sharon Racusin