

CATV Board Meeting

August 23, 2022

Annual Meeting - Began 5:30 and ended at 7:02pm

Attendees

Samantha Davidson Green -Executive Director, Peggy Allen-Chair, Joe Major, Tina Stearn, Dan Maxell Crosby, Sean McIntyre, Sam Kaas

June minutes - not available. Vote at October Meeting

Board Member Update

Sharon Racusin submitted her resignation due to family obligations. The board recognized her contributions as a board member and secretary. Peggy asked if anyone was willing to volunteer to be secretary.

Standing Committee Reports:

Finance, Dan and Sean: tough stock market. Dan to meet with Mascoma Bank for an update.

Recruitment: - With Sharon leaving, a request to the board for a new member.

Fund Raising: change of name to Community Advisory recommended by member.

By Laws: Few revisions needed at this time. Need a revised mission statement.

Passing:

McGregar Hart passed away. He was instrumental in the new branding direction of CATV.

Executive Director Report: see below.

Briggs Opera House Partnership Renewal: Samantha updated the board on the ongoing negotiations. She'll have more to report at the October board meeting.

WRIF (White River Junction Independent Film Festival): Samantha outlined the potential for the WRIF to be folded under CATV and the potential benefits. Board members asked for more background on WRIF at the October board meeting.

Strategic Plan:

Samantha reviewed the need for a strategic plan given all the changes CATV is undergoing. The board not only agreed, but most members wished to participate. Samantha to follow up with a road map.

Respectfully submitted,
Peggy Allen

Director's Report:

Overview: The summer has been a highly generative time for jamCAMPs, on-going government meetings, community events, our Better Places crowdsourcing campaign and migration toward our new "JAM" (Junction Arts & Media) identity. We remain on strong financial footing, despite the downturn of the market for our savings. A reminder of our guiding operational and organizational goals for 2021-22:

- 1) Unify production > Seed the media community we wish to build outwardly from within
- 2) Center media education & media arts > Foster a culture of continuous learning, seeking quality
- 3) Strengthen our Local Identity > Meet the public proactively in their "digital neighborhoods"
- 4) Build sustainability > Nurture strong partnerships & new financial management process and fundraising strategies; find stable, visible, and highly accessible physical presence

I. PRODUCTION: Government Meetings, Podcasts, Studio Production, Community Events & production-related Staffing/Facilities

- Meetings & Community Events Productions: Since June 21, we've produced 32 government or school meetings; 10 community events, highlights: Norwich Bookstore Author Talks, Agroforestry Tour of the Upper Valley, JAM Open Mic, RiverFolk Music Festival at Northern Stage, NH Republican Governor Candidate forum, NEXUS Arts & Music Festival (for-hire), and Duncan Nichols' theater production.
- Podcasts: Intersections and Shelf Help went on hiatus in July; Shelf Help recorded 4 episodes in early August. NEW podcast "Going the Dismas" in partnership with Hartford Dismas House recorded and "dropped" their pilot episode 8/15 and will produce the next episode for Sept.
- Independent Productions: Chico filmed a short narrative film with summer college film interns; David Eric produced content for the Junction Dance Festival; and Jordyn worked independently with JAG Productions to film Theater on the Hill. These outside collaborations aim to build our relationships with partner organizations and maintain production opportunities locally.
- Political Content Policy: I do not yet have a draft for the board for review, but I can report that it is in progress. Director of Programming George Spencer is taking the lead on compositing a document that suits CATV's needs..
- For-Hire Productions: CATV completed phase 1 of our production contract with Lebanon Opera House for NEXUS in August, producing daily highlights reels for social media; phase 2 will be a longer form video for LOH fundraising. CATV has renewed its production contract with SAU88 for school meetings in 2022-23 and is now forming an agreement with the City of Lebanon to produce DEI events in 2023.
- Part-Time Staff & Training: We had significant change-over in our part-time

producing staff over the summer. Continuing this fall for government meetings and special programs: Cedar O'Dowd (also JAM programs coordinator), David Eric (also podcasting), Loren Howard (also production scheduling), Charlie Rose, Jan Abbott, Richard Neugass.

- Admin Staff: The budgeted pay raise (6%) was implemented at the end of June for all staff. Our admin staff remains the same (Chico Eastridge, Jordyn Fitch, Nick Arvizu, George Spencer). Nick Arvizu's role has been modified to "Digital Content Manager" to reflect his role in post-production content management and channeling.

- Facilities: JAM and the Opera House were up and running all summer, working very well for our Camps, podcasting, and special events in June/August. We received lots of positive public feedback about the improved accessibility relative to previous locations. We are now temporarily working out of the Box Office again on the 2nd floor due to the electrical issues related to the basement flood (8/16/22).

- *BOH MOU renewal: Our MOU with the Briggs Corp. is up for renewal Sept. 16, 2022. David Briggs is proposing a change to make it a lease with an increase in our domain of authority to solicit, book, and manage productions in the space. I will discuss this topic with the board.

II. MEDIA EDUCATION & COMMUNITY OUTREACH:

- Summer Media Education Programs: 6 weeks of jamCAMPs (HACTC Animation, Studio Production, Music Video Production, Breaking News & Multimedia Journalism Camp, JAM Animation, Martial Arts Moviemaking).

- JAM Community Events: Pride Prom livestream (6/24), July First Friday Live Music & Open Mic(7/1), JAM Better Places Celebration (7/30)

- POSTPONED: Pitch Fest (date TBD)

- Upcoming:

- Fall programs will include Media Labs (for all ages), Youth after-school film club at JAM, and a host of exhibits, hands-on activities, First Friday music live-streamed from JAM, Halloween-o-thon, and more community-center events TBD under our JAM Better Places grant.

- Winter: We will again offer a Filmmaking I production course for credit through the Community College of Vermont and Producing Your Personal Documentary with Osher at Dartmouth.

III. COMMUNITY ENGAGEMENT & IDENTITY:

- Cable Programming: Director of Programming George Spencer maintains his energetic outreach to acquire content made by and of interest to local audiences. Please take a look at the schedule at catv8.org/watch on channels 1075/169 (Upper Valley) and 1085/170 (Government) to see the vast array. Channel 1075 remains now 100% local to the Upper Valley (a commitment enacted Sept 2021). Channel 1085 is mostly hyper-local (meetings) with additional government content acquired from around the states of VT and NH, including press appearances by our federal representatives.

- Other Digital Channels:

- Email newsletter: We've gained 14 new subscribers in the past 30 days with an open rate averaging at 45%. Our monthly Film & Media Maker Hub email (500 subscribers) has an open rate of 60%.

○ YouTube & Social media: We continue to build our YouTube presence in parallel with our on-air cable programming for much (not all) of our content. We're maintaining frequent posts to Facebook, Instagram, and have resurrected our Twitter account. Identity Repositioning: The strategy to bring the local community along with our evolving identity from CATV to JAM (Junction Arts & Media) starts with naming our new space associated in-person events/programs as the "home base" for CATV. We have also transitioned our social media accounts to JAM with continued reference to CATV. The next step will be to file a "DBA" for JAM (summer 2021); in the following 6-12 months, we may fully transition to a new registered name, but it may be advantageous to leave CATV as our registered name. I welcome input from the board on this process. Our strategy to communicate our evolving identity through our new name (and associated visual identity) seems to be working to shift public perception and refresh our relevance.

● Identity Repositioning: Our transition from "CATV" to "JAM – Junction Arts & Media" is underway and seems to be working; at NEXUS, our crew wore their JAM t-shirts and we are finding people referring to us more and more as JAM. Our social media accounts are now identified as JAM and CATV. On my To-Do list for this fall: Complete the "DBA" for JAM; within 12 months, register new name if the Board deems it advisable.

● * Partnerships: We continue to have a plethora of community partnerships with organizations across the Upper Valley. I would like to address opportunities for growing our relationship with WRIF specifically at the Board meeting.

SUSTAINABILITY:

● Active Grants:

○ VT State Better Places Placemaking: MISSION ACCOMPLISHED! On July 16 we met our community crowdfunding goal of \$15,000, the first 1/3 of the funds for a 2:1 state match to support our efforts to transform the JAM space into a fully inclusive, multimedia community arts center. BY our end date of July 31, we surpassed it for a total of \$17,000 from the community. We have received the first \$25K of the \$30K the state is matching, for a total grant of \$47,000. (The final \$5k will be received at the completion of the JAM Better Places project in August 2023). I have not received a response from the Byrne Foundation to "match the match."

○ VT State Digital Capacity grant: We have started to make the website improvements for accessibility under our \$5k grant. With webmaster Ryan Colette we are starting phase 2 to make JAM visual identity and navigation changes.

○ Laurance & Mary Rockefeller Fund: We received word that we've been awarded a \$1,500 grant from this fund for our youth media education programs.

● JAM: Our new space is already transformative to our visibility, enabling us to showcase our activities throughout the days, to maintain a screen presence for pedestrians, and to engage people face-to-face. I believe the design of the space plus the increase in events, exhibits, and activities supported by the Better Places grant will

be transformative for public awareness of our offerings and value.

- * Strategic Planning: I would like to propose a Strategic Planning Committee, composed of Board and community members, to formulate a strategic plan over the coming 12 months. I believe this will help with major donors, foundations, and sponsorships. For board discussion.