

CATVJAM Minutes  
October 11, 2022  
5:00pm

Attendees: Joe Majors, Peggy Allen, Sam Kaas, Sean McIntyre, Daniel Maxell Crosby, Samantha Davidson Green

June and August Minutes approved

July-August 2022 Finance Report - reviewed. No Issues

Committee Updates:

- Community Advisory (formerly fundraising) - no news
- Board Recruitment: Tina Sterarns has resigned. Committee needs to determine who best to nominate.

Executive Director report: (See below)

Briggs Opera House - Samantha updated the status of the potential of CATV/JAM managing the theater space.

WRIF - Board approved absorbing WRIF into CATV/JAM

Strategic Planning - Samantha recommended engaging Eileen Lambert to support SP effort.

Goal to hold first meeting in December

Executive Director Report:

**Highlights since August 2022 meeting:**

- (1) **JAM new identity launch:** We officially launched on 9/13/22 with a press release, [website](#) overhaul, and identity change across platforms (TV, website, social media, etc.). We've received great feedback in the field and got covered on [NBC5 from Burlington](#).
- (2) **Staff Retreat:** Wed. 9/7 our eleven current employees joined for a one-day retreat to get acquainted, reflect on highlights/lowlights of the past year, set goals and share dreams for the coming year and beyond, and share skills. There was a great sense of accomplishment, a shared frustration at on-going technical challenges in meetings and disruptions in our work environment, common desire to create more original content, and excitement about our growing role as producers of live events that bring people together through media merged with other arts (music, theater, etc.) Details are captured [here](#).

**(3) Facilities, Events, and Programming Updates:**

- (a) JAM space:** Our core operations continue with a great sense of relief to be settled in our new digs at JAM. The first-floor access is transformative for the public to access us, for live events (Oct. 1 Carla Kimball opening, 10/7 First Friday Live Music), Media Lab (Camera), Film Club, and Scriptwriting Group. Staff also report much greater ease in getting and returning equipment. Yay!
- (b) Briggs Opera House:** The impacts of the August flood continue to be felt by JAM in both our loss of access to BOH as a production space and in time to assess alternatives and/or assist in the re-opening. For further board discussion.
- (c) On-location Production:** We have maintained our robust government, school, and community events productions on location, including another Housing Summit, Norwich Bookstore Talk, and Duncan Nichols' Theater production. Chico completed the Nexus longform video edit. UVBA has hired the JAM crew again to produce the next MedTech event 10/12. Our for-hire work is increasing and is a promising area of revenue generation.

**(4) Cable Agreements:**

- (a) Comcast:** I will meet with Melissa Pierce, Regional Representative of Comcast, on Tuesday 10/11 and will have more details to report on our contract renewal and prospects for receiving capital funding.
- (b)** Our VTEL contract is also due for renewal. I have submitted a request to initiate.
- (c) Woodstock Community Access TV (WCTV):** CATV has a longstanding agreement to share VTEL revenue and media files from Hartland meetings with WCTV, but lack of staff has made them dormant during my time at CATV (I have reached out numerous times). Starting with Q3 of 2022, they are reactivating and we will start passing 50% of our VTel franchise fee revenue through to them.

**(5) Community Partner:** We have a new organizational member, Senior Solutions of Springfield, VT who have joined to create a podcast and video series.

**(6) Guiding goals:** I've drafted this update to my 2021 guiding goals, which have been my de facto strategic plan goals, with staff retreat/community advisory input. I intend to bring these into a formal strategic planning as a starting point for our group process.

- 1) **Cultivate a skilled media production community** to build and serve the community through locally created original media
- 2) **Promote media literacy** to empower diverse voices, serve public health, encourage constructive civic engagement, and improve quality of life through the media arts
- 3) **Emphasize Local Identity** to strengthen community and our relevance
- 4) **Build sustainability** through strategic partnerships and new funding models in the context of our changing media/funding landscape