CATV Board Meeting Minutes for December 19, 2017

In Attendance: Peggy Allen, Michael Murray, Margaret Jacobs, Donna Girot (Executive Director), Dan Maxell Crosby (guest)

NB: This meeting originally scheduled for Dec 12th was moved to Dec 19th because of winter weather. Quorum was possible, but sickness led to no quorum.

5:30 Meeting called to order
Guest welcomed and impromptu station tour for guest and board to see equipment updates.

October meeting minutes and treasurer’s report review waved because no quorum. To be voted upon in Feb 2018 meeting.

2018 proposed budget will be distributed in January and voted upon at February meeting. Peggy Allen brought up and board members agree that this vote needs to happen at December 2018 meeting for 2019 budget. Acknowledged by executive director.

2017 year end financials will be distributed mid-January for board review and will be discussed at February 2018 meeting.

6:05 – 6:45 Executive Director’s report

Current Events
1. Studio producer was hurt in the studio, went to hospital. Healing nicely. Donna Girot filed workman’s comp claim & removed offending clamps and board from overhead grid. This equipment had been placed there prior to new staff’s arrival.

2. Comcast contract up for renewal Feb 2019 (in 1 yr, 2 mos). Girot broached the fact that CATV has never asked for capital income from cable provider. Mike Murray explained the logic behind depending exclusively upon existing cable subscriber revenue in VT. Girot surveyed several VT stations and mentioned that other stations can take up to two years to finalize a contract with the cable provided. Girot approached Comcast to start process but Comcast will not consider any conversation about contract renewal until their suit against VT Public Utilities Commission is resolved. Comcast stated that they will continue with the terms of the existing contract even if suit exceeds term of existing contract. Board questioned their right to do this. Girot stated that her understanding is that the VT PUC has control over this and since the lawsuit is over the terms of VT PUC’s power as relates to the cable provider, it is unlikely CATV can exert any influence on Comcast’s position.

3. CATV is migrating non-governmental show digital library from Vimeo.com to YouTube, 3 reasons:
- The 2 channels on Vimeo cost us $800+ to keep subscription. YouTube costs $0, and even lets us monetize videos. Not sure how realistic this is as a revenue source but the option is there for us.

- CATV now has a VOD archival system on www.catv8.org and wants to drive the community to our site to look at government meetings. This supports our efforts to show that we bring value to the various communities, and gives us an opportunity to advertise our initiatives on the CATV website home page.

- Comcast has launched YouTube on their home platform Xfinity X1. Xfinity customer with the X1 voice remote can access the YouTube app on X1 platform by saying “YouTube, show me channel 10” or “Lebanon Middle School Concert on YouTube”

4. Changed the tradition of a staff holiday dinner. We had a staff/volunteers lunch instead. We included volunteers who helped CATV film during the summer when we were very shorthanded. Ten people attended the lunch.

**CATV Vision Feedback**
Discussion regarding the business vision proposed in the October 2018 meeting. Mike Murray suggested to replace the word “teach” in the statement so as to move the sway away from just teaching to include CATV’s role as a content generator and aggregator. Girot will readdress this and provide a tweaked version of the vision for board review.

**CATV 2018 Proposed Activity**
Girot presented a 2018 initiatives to bolster education program, community outreach and brand development with our limited resources. Girot will try to present this to board members not in attendance prior to the February 2018 meeting.

**Annual Meeting Discussion:**
Relevance and legal obligation of the character of a CATV annual meeting discussed briefly. Outcome is Peg Allen will review the CATV bylaws. Peg suggested that this event in the past has been painful and would welcome a face-lift suggesting that something community + food related might draw in community members. Donna Girot suggested a community media day and town proclamation as a PR opportunity. Mike suggested that this was not an inspired idea. Creative discussion was touched upon and should be continued at next meeting.

**CATV Board Role:** Peg Allen relinquished time to discuss the board’s role to give additional time to CATV Vision Strategy presentation.

**Subcommittee Updates:** No updated provided. Subcommittees to meet in January 2018.

**6:50 Meeting adjourned.**

Next Board Meeting: February 13, 2018