CATV Board Meeting Minutes for August 13, 2018

In attendance: Peggy Allen, Michael Murray, Dan Maxell-Crosby, Barbara Krinitz, Julia Griffin, Donna Girot (Executive Director)

Minutes: The minutes for the April 10th and June 12th meetings were reviewed. Michael Murray moved and Dan Maxell-Crosby seconded a motion to adopt which was approved unanimously.

Comcast Vermont Franchise Fee Update

Executive Director Donna Girot shared that the Vermont franchise fee revenue was also down for the second quarter of 2018, likely pointing to an overall reduction in Vermont franchise fee revenue shared with CATV by $10,000+. Donna will follow up with more information at the October Board meeting.

Financial Update – August 10, 2018

The August “Statement of activities: budget vs. Actual” reflects necessary budget adjustments resulting from the reduction in Vermont franchise fee revenue.

INCOME UPDATE:
- Have adjusted the income budget numbers for the End June 2018 Board Report to reflect the estimated $17,000 of income loss expected from #4003 Vermont Franchise Fees and the $5,000 increase in #4001 Hanover Franchise Fees.
- Also made a $500 reduction in Video Camp income based on some no shows this year.

We will change the long-held tradition of letting campers pay on the first day of camp because of parents who fail to pay. Going forward parents must pay half down by a certain date and the balance by a second date so we have time to market any available spaces up until the first day of camp.
- We have discussed offering 2-3 one evening adult paying workshops to make up this shortfall.

EXPENSE UPDATE:
- Shaved off budget amounts from as many expense line items as possible to reduce projected expenses.
- Recoupng $2,350 in #6600 Payroll (wages & health insurance) because I have delayed hiring a replacement for our field producer who left us in July. Has made the summer complicated and a bit crazy work-wise because we were hosting camps while the rest of the crew is doing double duty. But the CATV team has been up to the challenge.
- Increased #6381 Travel budget which will be over budget. One of our 2018 goals was better event coverage & better govt videographer training which affected this budget more than anticipated.
DEPRECIATION & AMORTIZATION:
Note that this report does not account for year-end amortization & depreciation which I am estimating will be approx. $18,000 which will put this year in a net loss.

Petitions for Town Meeting Warrants

Hartford and Norwich require a minimum number of signatures to seek funding via their budget process (Hartford 500; Norwich 165). Petitions are due by December 31, 2018. Donna and staff, along with welcome Board volunteer support, will begin collecting signatures to gain access to the warrants for the Hartford and Norwich Town Meetings in March, 2019. These municipal funds can also be used as match for the Byrne Foundation’s required $20,000 match.

Harry Potter Event

The Board spent considerable time discussing the possibility of conducting additional fundraising to supplement the loss in the franchise fee revenue from CATV for their Hartford, Hartland and Norwich operations in Vermont. Initial discussion led to decision to host Harry Potter event in mid-October in Downtown White River Junction to celebrate the 20th anniversary of the release of the first book in the Harry Potter series. A special planning meeting was scheduled for Tuesday, August 21st.

Executive Director’s Report

2018 Summer Middle School Camp

Summer camp finished with no significant issues. Kids had great fun. For the first time fruits of our labor include kids from different schools/towns deciding to collaborate on Halloween-o-thon competition. Collaboration is the start of community. Two new camps were a hit. Kids loved the news video camp and the adventure camp. News video camp was a tougher sell.

Will change to a deposit system. In the past parents signed up and had until first day of camp to pay. Will change this system. Half down at sign up and half down a month before camp so we can promote open spots if still available before camp starts.

Lebanon 2019 Funding Request

Completed request for $130,000. Did not ask for additional funding because we are already close to their total annual franchise fee receipt from Comcast. I have been given the impression from the NH Coalition of Community Media that the Comcast new bookkeeping is skimming in NH as well.

Strong Content & Relationships
- Osher relationship firmed up Our Divided Country summer series.
- Howe Library Cine Salon art of cinematography with Bruce Posner. We are a non-paying sponsor
- Center for Cartoon Studies August Comics & Medicine Conference. CATV is a Hosting location this Friday. We testing free software called Game Show that encodes for YouTube and provides overlays which our broadcast pics switcher software is sorely lacking. VA will have a panel discussion in one of the sessions.
- Hartford (4) and Norwich (1) community forums and gotten them on internet quickly and communicate for towns to link.

Sponsorship & News

In June outreached to Valley News editor in chief Martin Frank. Pitched VN to create a pilot news show. Desired goal is a weekly show. CATV benefits by being a more valuable, legitimate tool for the community and possibly get a sponsor for show. VNews benefits by extending their brand as a news authority in the valley and can use show as a value-added incentive for their existing advertisers.

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