

CATV8 Minutes 10-12-2021

Meeting started 5:00 and ended at 7:00

Attendees: Samantha Davidson Green, Executive Director, Barbara Krinitz, Peggy Adams, Chico Eastman-technical director, Leander White-branding designer, Jan A.-producer, Nick-scheduling & production assistant, Jordyn-social media and community engagement, Julia Griffin, George Spencer-director of programming, Sharon Racusin, Tracy Hutchins, Dan Maxell-Crosby

Thinking about identity: looking critically at ourselves - what we were and what we would like to be.

Strategizing about a brand:

Impressions about the organization - perceptions from audience and internally from staff; inform and empower messaging

Our current position and our place in the world. What do we change and how do we grow.

Strengths and recognizable features in the community

WHO ARE WE NOW?

We are the most underutilized and unknown entity and the most terrific

The traditional PEG channels is not where it's at

We are not well known but we have a lot to offer but a lot to give

Positioning map - where else is our mission being served? Is there new territory that we can break into?

Podcasting

Pay attention to the activism in the community

See how quickly "Daybreak" spread. What was it about this content that allowed the rapid spread to happen and can we utilize it

During the pandemic we saw a lot more engagement in the meetings. How can we keep that participation going?

Competition - what can we use and what can we let go of. Has the (Constant Comment) email become a channel unto itself? What story do these media tell?

Ponder these questions????:

- What is our core business
- What can we let go of
- How do we measure success
- What do we want to become

-----BUSINESS MEETING-----

√ Julia moved to approve August minutes. Minutes accepted.

Finance Committee report (Dan and Sean M.):

Investment policy statement to guide us in the risks and type of investments available and reflects our values.

The loans that were forgiven have given a cushion. It is prudent to stay out of the red so that we can grow.

Working on new fundraising approaches with input from staff about their needs for the budget.

Equipment: is it up to snuff, do we have enough, does it still have life? There may be a need to upgrade some of the higher standard equipment. The processing power (computing) may not be sufficient.

Executive Director report:

Board recruitment committee (Sharon & Tracy): new talent - finance; sponsorship; partnerships. Samantha has a list of people. Prioritize the talent. Write up a charter for this committee (see bylaws for guidance).

Join ---> NH Center for Nonprofits (equivalent VT Common Good); avoid conflicts of interest

Forming a Programming committee - should be on hold for now and concentrate on the other 2

Changing meeting schedule

Can we meet on a monthly basis for a while? November 9th at 5:30. Let Peg know if you CANNOT make this meeting.

Start having an Annual meeting?

Making the December meeting an annual / public meeting to renew officers and committee leadership. In the past, March was the time when board members stepped up or stepped off. (See bylaws say? Meetings are public and executive sessions for staff but we should have 7 board members). If COVID ceases to be a problem, an open house would be good - or a progressive party to learn how the circuit works.

Partnership

Telling My Story - Patty Hernandez. She has developed a way to bring people together across class, race, visible and invisible differences. The partnership would be a documentary (around access) with her story about the housed and unhoused. Whose voices are not being heard. Who has access to the tools to be empowered. Repurpose this for podcast

Podcasts/Audio

Understanding people's media habits. Our content is not that rich in visuals. Exploring the audio universe with some experts in this field. Aggregate content. We are going to have an audio booth.

Watch Learn Make → Watch Listen Learn Make (Create)

Think about funding source - sponsorship - whatever

Think about how Samantha can integrate her function as a media instructor for CCV. Possible executive session to discuss. Time commitment 15 weeks, 1x week for 3 hours. Send Peg an email if a board members have concerns

Respectfully submitted,
Sharon Racusin