

CATV Minutes 2021_11-9

Attendees: Samantha Davidson Green, Executive Director; Peggy Allen, Chair; Dan Maxell-Crosby, Sharon Racusin, Julian Griffin, Barbara Krinitz, Tracy Hutchins, Sean McIntyre, guest

Meeting started at 5:30. Ended 7:15

Minutes from October meeting will be approved at next meeting

Investment Policy with Dan, Tracy and Sean

They shared a very typical non-profit investment policy draft for moderate growth/reasonable risk. 25-30% ESG funds with a pro-social agenda.

Motion to accept policy. Approved.

We should accelerate moving the money out of the savings account asap to start earning. Dan and Tracy will return to Mascoma Bank as Mascoma Bank encourages work with nonprofits.

2022 Process & Budget

5 priorities with a possible new board committee to search for a new sustainable home

Payroll: we need to pay to retain good staff

Rent: HACTC needs the space; they are trying to help us find a new space in the school but it is difficult to be in a school space but the rent is good. We will know by mid to late Feb 2022

BOH: relationship is good and there are no infrastructure costs;

Production for Podcasting: a little equipment upgrade is necessary; for hybrid government meetings there are two full setups which seem to be working out

Repositioning: a whole NEW us (I loved when Samantha said this). We saw some visual expressions of our new identity. Brand-breaking or peeling back from the current logo. There will be more digital assets later. We all seemed to like Converj. More vibrant, saturated colors. Upper Valley COMMUNITY Media has a different meaning than MEDIA Community.

Fundraising capacity:

Samantha wanted to know how the campaign went last year? Samantha has chosen a CRM (client relationship management platform) called "mylsaac" that was developed by a community access media center in Newton, MA (NewTV). Samantha wanted to know if any of us had set one up and had any suggestions. Strengths of "mylsaac" are equipment and classroom reservations and barcode system; weaknesses are lacking integrations (Constant Contact, Quicken). This is an Executive Director decision.

RazorsEdge is a standard. TechSoup and Hubspot are others. Tracy added that some companies upload the data, but it is complicated. Tracy offered to do data entry.

Tracy is looking for a new home for UVBA and will be on the outlook. CATV is registered in VT. Would CATV be able to move to NH?
How did the studio work at AVA Gallery?

Donation:

We received a substantial donation from a donor who increased their contribution this year with a strong expression of support for the direction CATV is going under Samantha's leadership.

Board development:

The board development team was given a list of prospective nominees and advisors. Samantha shared the list with the rest of the board. Please send your concerns directly to Peg or Samantha.

The bylaws state a board of 7. We currently have 6, but a board of 9 had a good reception. Peggy suggested that we rank them by skill set but building a relationship is important. Cultivating long term development so new board members would feel comfortable becoming more engaged. They should gain a commitment to our destiny. Having some people in an advisory capacity might bring them to that place.

Julia will be retiring and will be stepping down from the board. She has a prospective board member in mind and will connect with them. After the intro to the board, one of the board members should meet with them.

Tracy will have a formal meeting with another prospective member but will wait until we decide which bank we are using for investment.

Next meeting Dec 14th at 5:30

Respectfully submitted,
Sharon Racusin