

1 **Northwest PEG-TV**

2
3 Northwest PEG-TV Board of Directors Meeting

4 May 20, 2019

5 Minutes

6
7 **Present for a quorum:** Joe Halko, Tim Stetson, Virginia Holiman, Tim Hurlbut, Bryce
8 Bachelder, Marilyn Grunewald, Michel Consejo, Wesley Kempton

9 **Unable to Attend:** Mike Curtis

10 **Administrators:** Elizabeth Malone

11 **Employees:** Zach Sheffler, Paul Snyder

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13 1. **Call to Order-** Joe Halko called the meeting to order at 6:20 p.m.

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15 2. **Changes or Adjustments to Agenda-** None.

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17 3. **Strategic Plan Development- Creating a Scalable Model in Six Months**

18
19 a. **Review current goals of work groups-**

20 The organization's mission was re-stated:- Northwest Access TV enables, supports,
21 and promotes the production and distribution of media by and for residents,
22 schools, non-profit organizations and municipalities of its service territory in
23 Franklin County, VT.

24 Board and staff then created value statements from the previously brainstormed
25 values. These included:

26 **Equal Time-** Equal time is given to all opinions and parties, political or otherwise.

27 **Openness-** This entity gives different thoughts and opinions from people.

28 **Empowerment-** We empower all people of all ages and backgrounds to have a
29 voice.

30 **Freedom of Speech-** We support this freedom by giving time and resources for
31 community members to express their views.

32 **Quality-** Staff strives for quality over quantity in their current goals.

33 **Inclusion-** We foster inclusion by opening doors to express and communicate in
34 this forum.

35 **Diversity-** This medium allows individuals of diverse backgrounds the opportunity
36 to share their views and backgrounds.

37 **Education-** NWATV gives the producers the opportunity to educate viewers.

38 **Community Focus-** NWATV is all about, for and by the community. As more
39 people become aware of the station they should know that it belongs to them and
40 they should use it.

41 **Scrappiness-** Staff and board embody and show enough scrappiness to overcome
42 the odds and barriers. They are scrappy enough to get past it.

43 **Accessibility-** We make things accessible to the community especially seniors.

44 People are more involved in the community because of all the opportunities they
45 see on our channels.

1 **b. Re-assess and Re-assign goals for a cohesive plan-**

2 The board and staff then proceeded to develop strategies for the three work groups,
3 as follows:

4 **Viewer** (formerly New Media):

- 5 -Monetize Online Media –Expand existing sponsorship of streamed programs,
6 donation opportunities, and engagement
- 7 -Research and propose a membership model

9 **Producer** (formerly Education)

- 10 -Evaluate current offerings and new potential opportunities for producers
- 11 -Build an outreach strategy for networking with online creators

13 **Internal** (formerly Revenue)

- 14 -Develop a plan and budget (including fundraising) for purchase of new server
15 infrastructure
- 16 -Generate overhead calculation and propose a new contracting fee schedule
- 17 -Evaluate likelihood of state funding
- 18 -Demonstrate value of services and request monetary support from municipalities
19 and schools

21 “Parking Lot” ideas were:

22 Contract work versus our mission

23 PSA’s to raise public awareness of upcoming changes and opportunities

24 Grant writing

25 Promoting donation opportunities in online videos

26 Research funding ideas with other producers and community media centers

29 **4. Programmers Report**

30 Paul Snyder explained he would like to define the services Northwest Access TV is
31 providing. Last year NWATV produced 1735 hours of content and did 99% of these
32 recordings for free. With 3.5 employees at the station, they are overworked. Paul Snyder
33 is trying to come up with criteria as to what shows they will and will not cover. The
34 proposal was to eliminate concerts, studio shows (remotely done), single events like
35 parades, or sports- to do this they need sponsorships and underwriting.
36 Paul Snyder will ask people who want shows to be covered if they will record the events,
37 and edit the footage to give to NWATV to air. Paul Snyder explained they are currently
38 covering the following programs: churches, concerts, presentations, government, studio
39 shows, school events, single events, and sports.

41 **5. Treasurers Report**

42 Elizabeth Malone shared Mike Curtis’s notes on the Treasurers Report as Mr. Curtis could
43 not attend the meeting. The Board would be approving the financials for the first part of
44 the year; January through April of 2019. The expenses are where they should be for this
45 point in the year. This time last year NWATV was moving into their building so there are
46 differences in the expenses on the year-to-year comparison.

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2 Wesley Kempton made the motion to accept the Treasurers Report; Tim Stetson seconded
3 the motion. The motion carried 8-0-0.
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5 **6. Executive Director's Report**

6 Elizabeth Malone attached the Executive Director's Report for the Board, and explained
7 the amendment was passed by the Vermont legislature for a PEG TV study committee that
8 will begin on July 1, 2019. Joe Halko explained the first Comcast quarterly payment came
9 in for over \$100,000; NWATV is now getting the full 5.5% from the North Country. The
10 Board thanked Virginia Holiman for coming to the studio to weed the gardens.
11

12 Marilyn Grunewald made the motion to accept the Executive Directors Report as
13 presented; Wesley Kempton seconded the motion. The motion carried 8-0-0.
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15 **7. New Business**

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17 a. **Snowguards Approval-** This was approved via e-mail in April 2019 by the
18 Board but was not reflected in the minutes. It will cost \$1,200 for the snow
19 guards, and they will not be installed until the fall. Evergreen roofing will
20 be installing this.
21

22 Tim Stetson made the motion to purchase and have the Snow Guards installed from
23 Evergreen Roofing in the amount of \$1,200; Marilyn Grunewald seconded the motion.
24 The motion carried 8-0-0.
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- 26 b. **Visit from Accountant on 06/17-** Elizabeth Malone will have the
27 accountant come to next month's Board meeting and will explain the issues
28 on how they recognize Comcast income. The accountant filed an extension
29 for the 990 and would like to depreciate the building in a way that makes the
30 most sense with the Comcast situation they are dealing with. Kevin
31 Marchand is the accountant and is located in Colchester.
32

- 33 c. **Summer Schedule-** NWATV Board will not be taking the summer off.
34 They will need to have Board meetings during June and July this year.
35

36 **8. Old Business**

37 None.
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39 **9. Approval of Minutes 03/18/2019**

40 Marilyn Grunewald made the motion to approve the minutes of Marth 18, 2019 as
41 submitted; Virginia Holiman seconded the motion. The motion carried 8-0-0.
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43 **10. Adjourn**

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45 Wesley Kempton made the motion to adjourn the meeting and Bryce seconded the motion
46 to adjourn.

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Respectfully submitted,

Brianne King, Board Recorder

Joe Halko, President

Michel Consejo

Marilyn Grunewald, Vice President

Virginia Holiman

Mike Curtis, Treasurer

Tim Hurlbut

Tim Stetson, Secretary

Bryce Bachelder

Wesley Kempton