

1 **Northwest PEG-TV**

2
3 Northwest PEG-TV Board of Directors Meeting
4 September 16, 2019
5 Minutes

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

9 **Unable to Attend:**

10 **Administrators/Staff:** Elizabeth Malone

11 **Visitors:**

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13 1. **Call to Order**

14 Joe Halko called the meeting to order at 6:01 p.m. at Northwest Access TV.

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16 2. **Changes or Adjustments to Agenda**

17 None

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19 3. **Programming Report-** Elizabeth Malone explained NWATV will be partnering
20 with Northeast Sports Network (NSN) for the football games this year. Paul Snyder
21 created a short clip to play during the live football games, which will emphasize what the
22 organization does- public events, talks shows, local sports, and community media. Paul
23 has started to sell underwriting for the year and is looking for help from the Board.
24 Currently, they have 1- Tier 3 customer which is Fiddlehead Dental, 2- Tier 2 which is JC
25 Image and Northwestern Orthopedics. Finding companies to pay for advertising is getting
26 harder as more media outlets are competing for sponsors. NSN has advertisers for their
27 broadcast, WRSA is pursuing advertisers and the County Courier is expanding their sports
28 coverage. Bryce Bachelder confirmed that in January 2020 they will be in touch with
29 Dealer.com about a sponsorship. Wesley Kempton made the suggestion to pursue
30 contracts with high school athletic directors to ensure that space is available for the
31 NWATV crew at upcoming games.

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33 4. **Treasurer's Report** – Mike Curtis says NWATV is doing well. Mr. Curtis
34 reviewed profit vs loss actual to last year. Public support revenue is more since last year.
35 Expenses are in control. The building costs were higher than last year due to occupying
36 the building for a full year-to-date. The reports are looking very good, good income
37 coming in, and good management of the expenses. Comcast income has decreased in
38 some areas, but is up overall because of \$9000 from North Country. Cash on hand is
39 almost \$400,000. Total assets are almost right where they were last year. The long-term
40 liabilities are declining which is the mortgage. Following a question from the board, Mike
41 confirmed that nonprofits take depreciation each year, as reported on the 990 form. An
42 extension for the 990 was filed by the accountant, Kevin Marchand, and it will be due in
43 November.

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45 **Wesley Kempton made the motion to accept the Treasurer's Report; Bryce**
46 **Bachelder seconded the motion. The motion carried 8-0-1, Mike Curtis abstained.**

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2 **Tim Stetson made the motion to approve the checks issued in the month of August**
3 **2019; Marilyn Grunewald seconded the motion. The motion carried 8-0-1, Mike**
4 **Curtis abstained.**
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- 6 5. **Executive Director's Report-** Elizabeth Malone mentioned they are posting more
7 than 50% of local board meetings online. The Boards want the word out there
8 about budgets and what is going on in their schools and municipalities. They are
9 going to ask for increased funding in the coming year. Elizabeth Malone would like
10 Board members to attend these funding request meetings. This will be a yearly
11 request for support from members/community members. The price is based per
12 capita and the cap would be \$2500 per year. The videos live on YouTube, and
13 many of the minute takers look for the videos for help. Letters are going out to the
14 Boards as part of their budgeting process. Elizabeth Malone will also make phone
15 calls and go to the Board meetings. Spruce Up Day will be scheduled and Board
16 Members are encouraged to help. There was quite a bit of advocacy news in the
17 report which was given to the Board. Sept 26th is a big day- the new FCC ruling
18 goes into effect. NWATV does not know when they will see the impact- but it isn't
19 expected to be seen until Feb 2020. Another meeting with the PEG Study
20 Committee will take place this week to discuss alternative funding proposals.
21 Experts will be coming in to talk about specific ideas and ensure that the resulting
22 bill doesn't send the state back to court with a cable provider. The Stories from the
23 Farm event is on Thursday night.
24

25 **Mike Curtis made the motion to accept the Executive Directors Report as presented;**
26 **Virginia Holiman seconded the motion. The motion carried 9-0-0.**
27

28 6. **Old Business**

29 a. Work Groups Progress Check In- Bryce Bachelder's group,
30 New Media, is on hold until after Northwest Nightmares. They would like
31 to start shifting their focus on getting new media.

32 b. Mike Curtis gave the review on the Revenue group when
33 they discussed funding requests and they will have the yearly depreciation
34 amount shortly to calculate overhead.

35 c. Michel Consejo- asking how many shows have been lost
36 and haven't been replaced with new producers. The staff is still doing the
37 work of redefining what they can sustainably offer to producers. In
38 November, the staff will have a presentation about supporting membership.
39 Michel Consejo thinks if they are not getting more content, they will
40 become stagnant. A discussion was had about bringing on new producers
41 and how much some shows rely on staff members to help produce them.
42

43 7. **New Business**

- 44 a. **Nominating Committee Update-** There are not any anticipated changes
45 and the same members of the Board are interested in their current officer
46 positions.

- 1 b. **Annual Meeting/Awards Night Plans-** Virginia Holiman and Elizabeth
2 Malone would like to include more people in the presentations. October
3 14th, everyone except Wesley Kempton will be there at 6:00 p.m. The
4 meeting will be at NWATV. Elizabeth Malone has looked into a bar
5 service. The cost would be \$500 for the night, which is a cash bar, and she
6 would like to know if the Board approves. There will be between 40 and
7 50 people for the night. 802 Cocktails in Milton has quoted the \$500.00.
8 Many awards will be awarded that night. Elizabeth Malone will check in
9 with 14th Star for an alternative price.

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11 Mike Curtis made the motion to authorize Elizabeth Malone to order a bar service up to
12 \$500 for the annual meeting; Bryce Bachelder seconded the motion. The motion carried
13 9-0-0.

- 14 c. **Upcoming Board Survey** - Elizabeth Malone would like to create a survey
15 to send out to board members and will have results to the Board by
16 November; Marilyn Grunewald will help form this survey.

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18 8. Approval of Minutes 8/19/2019

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20 **Michel Consejo made the motion to approve the minutes of August 19, 2019 as**
21 **presented; Virginia Holiman seconded the motion. The motion carried 9-0-0.**

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23 9. Executive Session

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25 **Tim Stetson made the motion to enter Executive Session at 7:12 p.m.; Bryce**
26 **Bachelder seconded the motion. The motion carried 9-0-0.**

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28 Board exited Executive Session at 8:10pm.

29
30 **Wesley Kempton made the motion to enter Executive Session at 7:12 p.m.; Mike**
31 **Curtis seconded the motion. The motion carried 9-0-0.**

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34 10. **Adjourn**

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38 Respectfully submitted,

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41 Brianne King, Board Recorder

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46 **Joe Halko, President**

_____ **Michel Consejo**

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Marilyn Grunewald, Vice President

Virginia Holiman

Mike Curtis, Treasurer

Tim Hurlbut

Tim Stetson, Secretary

Bryce Bachelder

Wesley Kempton