

1 **t PEG-TV**

2
3 Northwest PEG-TV Board of Directors Meeting

4 December 16, 2019

5 Minutes

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7 **Present for a quorum:** Joe Halko, Virginia Holiman, Bryce Bachelder, Tim Stetson,
8 Wesley Kempton, Mike Curtis, Michel Consejo, Marilyn Grunewald (arrived at 5:28p.m.)

9 **Unable to Attend:** Tim Hurlbut

10 **Administrators/Staff:** Elizabeth Malone, Paul Snyder, Zach Scheffler

11 **Visitors:**

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13 1. **Call to Order**

14 Joe Halko called the meeting to order at 5:02 p.m.

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

17 None

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19 3. **Programmers Report-** Paul Snyder did not have a video but wanted the Board to
20 check out Facebook to see the hockey games that have been streamed. Zach Scheffler has
21 developed new graphics for scores and underwriting which are on the hockey game
22 videos. The amount for graphic packages is costly when contracting out, which Zach
23 created. Currently NWATV has many underwriters; Rise VT and Northwest Orthopedics
24 for \$750, Handy Chevy and Fiddlehead did Tier 1 for \$250. JC Image is Tier 2 and is
25 exchanging services. Tier 3 \$1500 sponsorship is CPSC with a gym membership
26 exchange. The Santa Show on Dec 6th, went really smoothly, Bryce Bachelder was an elf
27 and Joe Halko was Santa. Northwestern Counseling donated \$250 through Parent Child
28 Center and PTC donated \$500 for this event. The VT Bucks will play 4 games at the
29 Complex this summer, and NWATV will be the broadcasters.

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31 4. **New Business-**

32 **Producers Rights and Responsibilities-** These rights and responsibilities
33 are how to stay sustainable and work equitably with producers. Producers
34 currently have a form that provides policies and gives NWATV
35 information from them. Paul Snyder would like opinions of Board
36 members who produce with NWATV and what they should change and
37 their feelings on this. A discussion followed about unprotected speech.
38 NWATV would like a single document with a single policy to give to each
39 producer then the staff could all follow the same guidelines. The staff will
40 turn this into a full document and will present again next month.

41 (Marilyn Grunewald arrived at 5:28 p.m.)

42 a. **NW Nightmares Summary-** Zach Scheffler sent photos for
43 Board members. This year was a labor of love for Zach and he was able to
44 get base line numbers to use for future festivals, and to gauge success. This
45 will help in calculating a typical budget, sponsorships to have, what to
46 expect for ticket sales, how much entry fees should be and how many

1 movie entries into the festival. Zach Scheffler was also able to gather
2 where are they submitting movies from (demographics), as well as where
3 the ticket purchasers lived. Zach Scheffler did a quick tally and it looked
4 like over 100 people were involved in the films that were submitted this
5 year. This year they had 20 submissions which was the most so far. The
6 quality of the films and technical skills was so nice to see. NW Nightmares
7 sold 240 tickets this year. The outreach was great, they did a digital ad
8 campaign which went to Facebook and Instagram, which Zach will use
9 again next year. Seven Days advertised for NW Nightmares for free, and
10 they got an interview out of it as well. Recurring posts were placed on
11 Front Porch Forum, Craigslist, Facebook, Instagram. There is room to
12 grow- currently the Welden Theater is limited, but to make it bigger and
13 more people. This year was the best year and received great feedback.

14 b. **Broadcast Server Quote-** Zach Scheffler gave a quote to
15 the Board for the Broadcast Server. The quote is for \$44,000 which is the
16 Cadillac quote. At the end of the day Zach Scheffler would like to go with
17 a Cablecast server- you can set rules for times to do whatever you would
18 like and it will pull the file automatically. Currently NWATV is doing
19 repetitive work and this will be more consistent and less dependent on a
20 single person. Anyone would be able to make the schedule and set the
21 rules. Other Access Centers don't currently have this. Included with the
22 quote is the web streaming. Currently the scheduling workflow and video
23 publishing is difficult due to making separate files for various playout
24 destinations. The new server will save hard drive space. The annual
25 service agreements- first 3 years is included- after that they will budget for
26 this, currently they budget \$5,500 per year. This summer the old server hit
27 its 5-year life span. The Board asked what is the server company's user
28 base and will they be around? Zach Scheffler will check with other people
29 to see if other companies are using this and how well it works.

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31 **Wesley Kempton made the motion to approve the quote amount up to**
32 **\$45,000 with CableCast; Tim Stetson seconded the motion. The motion**
33 **carried 8-0-0.**

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35 c. **Channel Numbers Reassignment-** Northwest Access will
36 receive new channel numbers which will be 1079 and 1089. 1079 will be
37 Channel 15 and 1089 will be Channel 16. They believe this channel
38 change will be easier to be obtained when Comcast changes them to HD.
39 In Feb 2020 they will get the new channel, and there will be a 3-month
40 period where they will have both channel 15 and 16 and 1079 and 1089.

41
42 5. **Treasurers Report** – Mike Curtis reviewed the reports and it is good. Mr. Curtis
43 reviewed the profit and loss compared to last year, total income up 13K from last year.
44 Right on target with comcast operating income- help from North Country. The cost side,
45 the budget is looking good, it is a little misleading until next month, especially with the
46 purchase of the equipment that will be made this coming month. They are a lot better off

1 and way ahead of the budget from what they planned on. They are \$22,000 under budget.
2 Salaries and wages are way under, NWATV cut back on some of the events that they sent
3 out for, really good surplus. The Balance Sheet has a cash balance of \$122,000 more than
4 what they had last year which is a pretty big cash load. Worst possible of no income, they
5 could pay the bills off with regular reoccurring income. The liabilities have been paid
6 down by \$45,000. Next year, 2020 Mike Curtis would like to teach a profit and loss and a
7 balance sheet class to the Board.

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9 **Bryce Bachelder made the motion to accept the Treasurer’s Report; Wesley**
10 **Kempton seconded the motion. The motion carried 7-0-1. Mike Curtis abstained.**

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12 **Marilyn Grunewald made the motion to approve the checks issued in the month of**
13 **November; Virginia Holiman seconded the motion. The motion carried 7-0-1. Mike**
14 **Curtis abstained.**

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16 6. **Executive Director’s Report-** Elizabeth Malone wanted to inform the Board, the
17 towns and school boards meetings not approved for their contribution is down to
18 three. Enosburg needs to get signatures to appear on the Town Meeting Day ballot.
19 They only need to have this done once and then NWATV will appear on the ballot
20 each year after that. If each board member can help get these petitions signed it
21 would help Elizabeth Malone- the people signing have to be a registered voters in
22 Enosburg. Elizabeth Malone needs this done within 4 weeks. Sheldon will be
23 voting on this at Town Meeting Day. The PEG study committee put forward a bill
24 to fund an expert study of available funding sources. The end of year equipment
25 purchases will be under \$3,000. Elizabeth Malone needs approval for this purchase
26 which will be shotgun mics, mounts for the shotgun mics, and audio recorder.

27
28 **Mike Curtis made the motion to approve the purchases for shot gun mics, shot gun**
29 **mic mounts, and audio recorder not to exceed \$3,000.00; Tim Stetson seconded the**
30 **motion. The motion carried 8-0-0.**

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32 **Mike Curtis made the motion to accept the Executive Directors Report as presented;**
33 **Wesley Kempton seconded the motion. The motion carried 8-0-0.**

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35 7. **Old Business**

36 a. **Board Survey Results-** Only 3 surveys were submitted.
37 The surveys concluded they would like to clarify the vision and mission
38 and raise awareness. The second page is all of the written answers to all
39 the questions that were included. Valued qualities in leadership was
40 surveyed to give an indication of what the board is looking for in new
41 officers. The respondents feel that the right amount of time is being asked
42 of them currently and one half day retreat would be best in 2020.

43 b. **Peoples Trust Company Loan Renewal-** The loan officer
44 was on vacation and will have paperwork for Marilyn Grunewald and Joe
45 Halko to sign when she returns. The rate is at .6% the margin is 1.75%.
46 Mike Curtis explained the bank is giving NWATV a good rate.

1 c. **Collins Perley Advertising-** The advertising contract is
2 paid for 1 year which was \$2,000. The cost will be \$10,000 for 6 years,
3 and it does include 1 sign update. That would be an additional \$8,000 to
4 pay until 2025.

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6 **Bryce Bachelder made the motion to approve the 6-year advertising; Wesley
7 Kempton seconded the motion. The motion carried 7-1-0.**

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9 d. **2020 Budget-** Elizabeth Malone brought the preliminary
10 budget to the Board last month, and this month is the complete proposed
11 budget of 2020. Discussion of the budget included expanding field
12 equipment, outreach staff time, rebranding (which is offset by the Comcast
13 settlement), building maintenance and deductible reimbursement. They
14 held to the 2019 budget really well due to staff and management budgeting
15 money and finances.

16 e.

17 **Michael Consejo made the motion to approve the 2020 budget as presented, Marilyn
18 Grunewald seconded the motion. The motion carried 8-0-0.**

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20 8. Approval of Minutes- 11/18/19

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22 **Wesley Kempton made the motion to approve the minutes of November 18, 2019 as
23 presented; Virginia Holiman seconded the motion. The motion carried 6-0-2.
24 Michael Consejo and Mike Curtis abstained.**

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27 **Marilyn Grunewald made the motion to go into Executive Session at 6:49 p.m.
28 regarding personnel; Michel Consejo seconded the motion. The motion carried 8-0-
29 0.**

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31 9. Executive Session- Personnel

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33 **The Board came out of Executive Session at 7:08 p.m.**

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35 **Michel Consejo made the motion to have Elizabeth Malone implement the changes
36 discussed during Executive Session.; Mike Curtis seconded the motion. The motion
37 carried 8-0-0.**

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39 10. Adjourn

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41 **Mike Curtis made the motion to adjourn at 7:10 p.m.; Wesley Kempton seconded the
42 motion. The motion carried unanimously.**

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46 Respectfully submitted,

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Brianne King, Board Recorder

Joe Halko, President

Marilyn Grunewald, Vice President

Mike Curtis, Treasurer

Tim Stetson, Secretary

Wesley Kempton

Michel Consejo

Virginia Holiman

Tim Hurlbut

Bryce Bachelder