

1 **Northwest PEG-TV**

2  
3 Northwest PEG-TV Board of Directors Meeting

4 January 18, 2021

5 Minutes

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7 **Present for a quorum:** Joe Halko, Tim Stetson, Mike Curtis, Wesley Kempton, Virginia  
8 Holiman, Bryce Batchelder, Joyce Kemp, Michel Consejo, Tim Hurlbut

9 **Unable to Attend:**

10 **Administrators/Staff:** Paul Snyder (Executive Director), Roger Lindala (Programming  
11 Coordinator), Alan Cunningham (Technology Coordinator)

12 **Visitors:**

13  
14 1. **Call to Order**

15 Joe Halko called the meeting to order at 5:06 p.m.

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

18 None.

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20 3. **New Board Member Vote-** Wesley Kempton would like to nominate Joyce Kemp  
21 as the new Board member with a term going through October 2023.

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23 **Wesley Kempton made the motion to nominate Joyce Kemp as a Board Member**  
24 **with a term going through October 2023; Bryce Batchelder seconded the motion.**  
25 **The motion carried 7-0-0.**

26  
27 (Tim Hurlbut arrived)

28  
29 4. **Treasurers Report-** Mike Curtis explained the Profit and Loss was not included  
30 in with this month's packet, but it was shown via Zoom to all the Board Members. The  
31 total income for 2020 was \$468,413.48 with receiving almost \$31,000 more than  
32 budgeted. Mr. Curtis sees the expenses were almost \$100,000 less than budgeted. The net  
33 income over the year was \$185,764.84. Mike Curtis explained they increased the cash by  
34 nearly \$87,000, and cash right now is their largest asset other than the building and land.  
35 NWATV is very liquid at this point which shows they have a lot of assets. The biggest  
36 liabilities are the PPP Grant, which was over \$37,000, and NWATV has paid down the  
37 mortgage throughout the year with the principal payments along with the regular monthly  
38 payments. The cash flow is excellent and much better than what NWATV thought they  
39 were going to be at by the end of 2020. NWATV bought some gift cards for their  
40 contractors at Dunkin Donuts. NWATV can make a principal payment to reduce the  
41 mortgage as they have a lot of money in the bank. Michel Consejo would like to put  
42 \$50,000 towards the principal to pay down the loan. Depending on what NWATV's  
43 finances look like in June, they will reassess and may possibly make an extra payment in  
44 June.

45  
46 **Michel Consejo would like to make the motion to make a principal payment on the**

1 mortgage of NWATV in the amount of \$50,000 and to pay ahead of schedule for the  
2 payment that was scheduled to be made on June 2021, and to revisit the June 2021  
3 principal payment at that time; Wesley Kempton seconded the motion. The motion  
4 carried 9-0-0.

5  
6 **Tim Stetson made the motion to accept the Treasurer's Report and checks issued as**  
7 **presented; Bryce Bachelder seconded the motion. The motion carried 8-0-1. Mike**  
8 **Curtis abstained.**

9  
10 5. **Programming Report-** Rodger Lindala explained NWATV took advantage of  
11 locally produced festive programming. They picked up a statewide 8-hour package  
12 of video; this ran on New Year's Eve. NWATV created an end of year countdown  
13 from 10 seconds to also display on NYE. NWATV has Town Meeting day on their  
14 radar, and they are establishing a couple of new partnerships- this may be better for  
15 the viewers as well. On Town Meeting Day there will be new faces and a modified  
16 look, and they will invite local leaders via zoom. Wesley Kempton would like to  
17 help cover Franklin, and he is looking to see how votes will be counted. NWATV  
18 will lean on the Town Clerks for totals. NWATV will look at controversial,  
19 interesting, or comings and goings of officials to be covered on Town Meeting Day.  
20 As far as NWATV knows, all towns will have Town Meeting Day be held on the  
21 actual day of March 2, 2021. Rodger explained channel 1070 has also inspired  
22 input from around the state on the VT Media Exchange, and the volume and quality  
23 of the programming is increasing and improving immensely, NWATV is taking  
24 advantage of this programming. NWATV's content compares as being very good  
25 and helping to prompt our local producers to up their game and to make their  
26 programs even better.

27  
28 6. **Technology Report-** Alan Cunningham reported they have had quite a bit going on  
29 over the last month. NWATV has updated their internet at the station. It has been  
30 busy with optimizing and getting ready to go for the winter sports season. In the  
31 past month Paul and Alan have been to BFA gym, MVU gym, CPSC arena, and  
32 MVU hockey arena. They will be able to go live at all 4 of these locations. This  
33 year videography will be a little more challenging for the ins and outs of each  
34 location, but Alan will prepare each of the videographers for this. Alan explained  
35 for going LIVE they have 4 locations and 4 livestream kits so they can play all 4 of  
36 the games with all 4 of the kits at the same time. It is expected that on February 6,  
37 there will be a bunch of bouncing around because there will be a game at each  
38 location within a 4-hour timeframe. This month Alan started teaching an after-  
39 school program at MVU online which will be on Tuesday's from 4-5, Alan really  
40 likes teaching this class. Paul and Alan had a meeting with a Representative from  
41 Red Beem- a software company they are currently using. The version of the  
42 software is in a sunset phase and will only be supported until December 2021. The  
43 upgrade looks good, and they are hoping to have this rolled out within the next  
44 couple of months. With Alan's extensive use of this software, he believes this is a  
45 good thing to upgrade. With NWATV already being a current member, they get a  
46 better discount, and it can output the inventory list in a fraction of time especially

1 because this will be cloud based, and outside people can reserve equipment  
2 inventory online. Rodger and Alan have been testing and experimenting multiple  
3 outputs for Zoom participants for Town Meeting Day. Rodger hosted a class called  
4 “Improve your Zoom” to help participants figure out the ins and outs of Zoom.  
5 Lastly, NWATV has a new tool in the production toolbox and they have put a wall  
6 up for a green screen. The screen is out of sight but can be accessed very easily.  
7

- 8 7. **Executive Director’s Report-** Paul Snyder reported Tim Stetson can now sign  
9 checks. NWATV upgraded their internet to 1 GB; their speed is 700% more than  
10 what it was. A 1-hour show was loaded in less than 5 minutes, when it typically  
11 took almost 45 minutes in the past. The media wall is still up and running, and  
12 NWATV has an HD box. NWATV is ready to go with the winter sports season.  
13 The Enosburg and Richford athletic contract they cannot record for the next 5 years,  
14 but NWATV can rebroadcast the footage right after the game ends. NWATV  
15 would like to keep the schools and community happy this year by getting their  
16 name out there. NWATV can donate some advertising funds so their logo can be  
17 on the screen of the online games. Paul talked with the newly formed sports  
18 committee and would like to pay for the subscriptions for the varsity players so the  
19 parents could watch their kids play for free. Bryce, Michel and Wesley all liked the  
20 idea. Paul also brought this to the Athletic Directors and the Superintendent, they  
21 are looking at 50 to 60 athletes and for 2 months for the winter season which would  
22 be about \$1,500 for the entire winter season to provide access to the families. The  
23 money will work as a donation to the school for all the varsity players, as well as  
24 NWATV’s logo on the screens. Fans will be able to attend the spring sports as  
25 those events will be outside. Paul Snyder explained this subscription will be just for  
26 this 2021 winter season. Paul Snyder was able to talk to Matt Walker at JC Image,  
27 and after hearing about everything NWATV is doing, they would like to help  
28 sponsor which will be an athlete of the game t-shirt which will be handed out and  
29 will have NWATV’s logo on it. When Paul was at CPSC he noticed the signs need  
30 to be replaced which CPSC will be paying for. Paul Snyder showed to Board what  
31 the signs will look like. If any Board members would like anything added to the  
32 banners, please let Paul Snyder know as soon as possible so he can make the  
33 necessary changes.  
34

35 **Mike Curtis made the motion to accept the Executive Directors Report as presented;**  
36 **Tim Stetson seconded the motion. The motion carried 9-0-0.**  
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38 8. **New Business-**

39 a. **Sports Advertising Idea-** Paul Snyder’s sports advertising was presented  
40 in the Executive Director’s report.

41 b. **Public Comment-** None.  
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44 9. **Old Business-**

45 a. **Comcast Contract Renewal Update-** Joe Halko, Tim Stetson, and Paul  
46 Snyder met with Melissa Pierce the Comcast representative. She was direct with

1 the committee and did not offer a lot of info coming back from Comcast. Items  
2 they discussed- the process to go to HD which proves to be very easy. Paul Snyder  
3 was always told this transition was very hard- this will be standard definition TV to  
4 high-definition TV. They are now looking to see how many subscribers watch in  
5 each (HD and Standard), Comcast does not give the info out, and the committee  
6 explained this information is very important for the Board to decide to switch to  
7 HD. If an overwhelming number of subscribers are high definition, they will want  
8 to know. Melissa Pierce will look up these numbers and will let Paul know the  
9 numbers so the Board knows how they will proceed. Comcast is not obligated to  
10 tell NWATV how many internet subscribers Comcast has. The conversations were  
11 very quick, and requests were shot down quickly. They asked about the service  
12 area in Franklin, Comcast responded with Franklin is part of the PC. Paul does not  
13 know when they will get the numbers of subscribers on HD and SD, but when he  
14 does, he will share with the Board.

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16 **b. Winter Sports Coverage-** Paul Snyder has covered most of this in his  
17 Executive Directors Report. With the Governor's orders, he has approved contact  
18 sports as of today and can allow light/incidental contact. They do not know when  
19 play dates with other schools will begin. Dan Marlow is optimistic of start dates,  
20 but there is no start date scheduled yet. Once there is a go ahead and start date, they  
21 will be able to move forward with subscriptions with the North Country and  
22 scheduling.

23  
24 **c. COVID-19 Update-** Paul Snyder explained everything is working well and  
25 going well with the studio. Joe Halko is going to be back in the studio as of  
26 Thursday. Many board meetings are still being recorded remotely. It will be a slow  
27 go for the winter as many Boards will continue doing this. Sports and Board  
28 meetings should keep NWATV quite busy. Vaccines- how does NWATV approach  
29 vaccines for their employees? They have never forced a vaccine- do they need to  
30 ask or require this? Is this optional? What precautions do they need to take to get  
31 this? Paul has spoken about the flu shot in the office with staff, so it has piqued his  
32 interest about the COVID-19 shot. And will there be any policing on who gets the  
33 shot and who doesn't? Tim Hurlbut said to find out what people are saying if they  
34 want it or not. There may be some legislation or regulations for non-vaccinated  
35 employees- and what Tim Hurlbut uses in his practice is standard negligence. Who  
36 is and who isn't going to get it and if everyone will then no problem. If not  
37 everyone you don't have an obligation, they are at their own risk. Possibly a check  
38 in sheet saying you got the vaccine or didn't get it? Follow state protocols until the  
39 state tells them what to do to change the way they are operating.

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41 **10. Approval of Minutes- 12/21/2020**

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43 It was asked to amend the minutes of 12/21/2020 to reflect the Executive Session  
44 adjournment to state: Michel Consejo made the motion to enact a wage action for 2021;  
45 Tim Hurlbut seconded the motion. The motion carried 6-0. Adjourn at 7:33 p.m.

1 **Wesley Kempton made the motion to approve the minutes of December 21, 2020 as**  
2 **amended; Tim Hurlbut seconded the motion. The motion carried 9-0-0.**

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4 **11. Executive Session**

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6 **Bryce Batchelder made the motion to go into Executive Session at 6:36 p.m.**  
7 **regarding NWATV's accounting; seconded by Mike Curtis. The motion carried 9-0-**  
8 **0.**

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10 **The Board came out of Executive Session at 7:05 p.m. No action was necessary.**

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12 **12. Adjourn**

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14 The Board Adjourned at 7:05 p.m.

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17 Respectfully submitted,

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20 Brianne King, Board Recorder

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25 \_\_\_\_\_  
26 **Joe Halko, President**

25 \_\_\_\_\_  
26 **Michel Consejo**

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30 **Tim Stetson, Vice President**

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30 **Virginia Holiman**

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34 **Mike Curtis, Treasurer**

33 \_\_\_\_\_  
34 **Tim Hurlbut**

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37 \_\_\_\_\_  
38 **Bryce Batchelder, Secretary**

36 \_\_\_\_\_  
37 **Joyce Kemp**

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41 \_\_\_\_\_  
42 **Wesley Kempton**