

# AGENDA



- Welcome new board member - Genny Knight
- Additions or changes to Agenda
- Public Forum
- Approval of Minutes of September 16, 2021 Board Meeting
- Director's Report - Rob P
- Financial Update - Rob P
- Program/Technical Update - Tony
- Waitsfield Cable Update - Roger
- New Business
- Working with Harwood
- Adjournment

# DIRECTOR'S REPORT



2021 Q4 MRVTV Board Meeting

# ACTIVITIES SINCE SEPT



- Community Day
- More Livestreaming
- Municipal funds collected and requested
- VAN Legislative engagement

# COMMUNITY DAY



Great time had by all!

- Gross: \$1085
- Net: \$855
- Live Streamed the drawing – 177 views on YouTube
- Jason from Pizza Soul was the winner!

The 6th Annual (ok, we skipped in 2020)

## MRVTV Community Party and Mini-Music Fest

**FREE event!**

Donations at the door are welcome

Pizza Soul by the slice  
and “soft” beverages  
for sale or BYOB :)

Raffle!  
Corn Hole!  
Live Music!

Live streaming  
on MRVTV Ch. 44

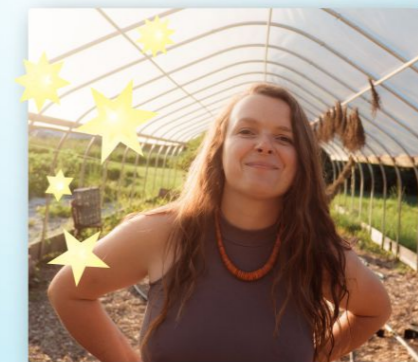
Live Music provided by:



Rob Williams



The John Daly Band



and Reid Parsons

**When: September 17, 2021, 4pm - 7pm**

**Where: right by the MRVTV Studios in Waitsfield, VT**

*No rain date! This event will be cancelled if the weather stinks.*

# “WATCH LIVE”



- Or MRVTVFree
- Started on July 1
- 2188 page views on /live-broadcasts/live-stream  
7/1 to 12/31

# LIVE STREAMS



Event	MRVTV "Watch Live" Day of	YouTube
Warren July 4 Parade	294	3761
Community Day	180	
Raffle Drawing	7	177
Harwood Winter Concert	207	
Troy Wunderle from Waitsfield Elementary*	457	

\*Received \$60 in donations post show

# MUNICIPAL FUNDS

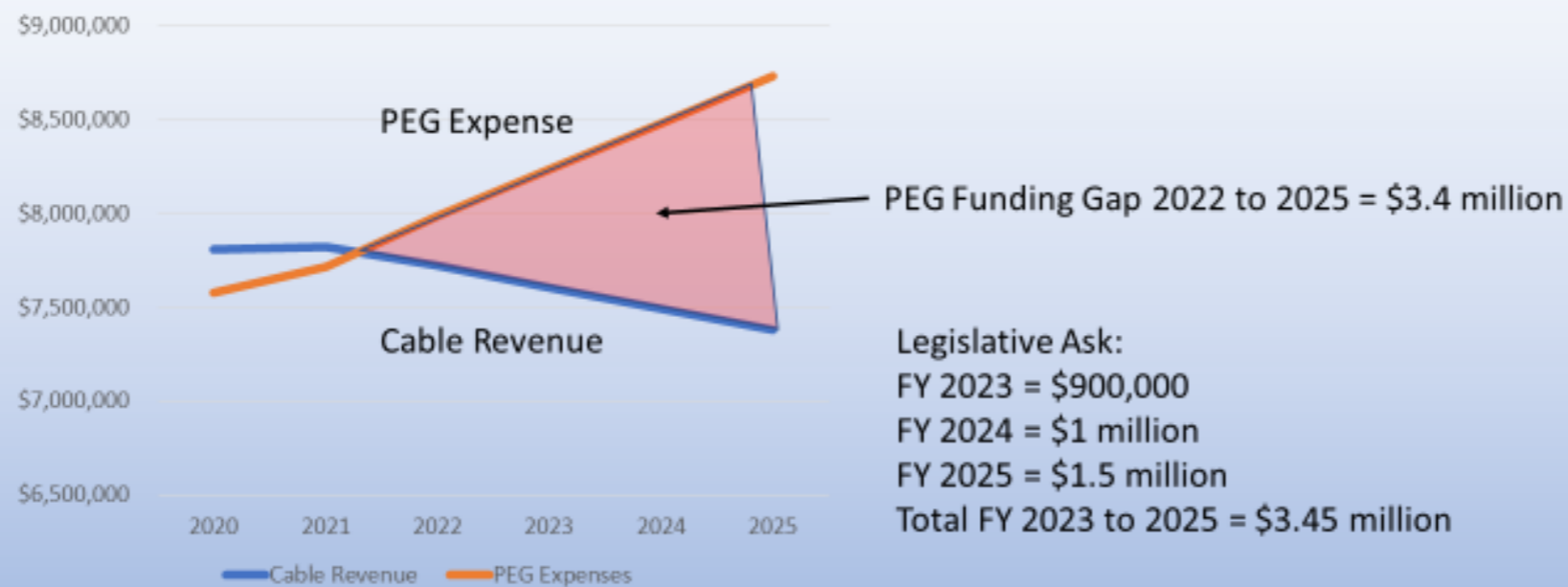


- \$9950 collected
  - Waitsfield (\$3400)
  - Warren (\$3400)
  - Fayston (\$1400)
  - Moretown (\$750)
  - HUUSD (\$1000)

# VAN & LEGISLATURE



## Vermont PEG Financial Projections FY 2021 to 2025



### Notes:

- Access Management Centers (AMOs) reporting = 24
- Cable Revenue declines as forecasted by AMO or -2% per year
- PEG costs increase as forecasted or 3% per year
- PEG funding gap = Cable revenue minus PEG expenses

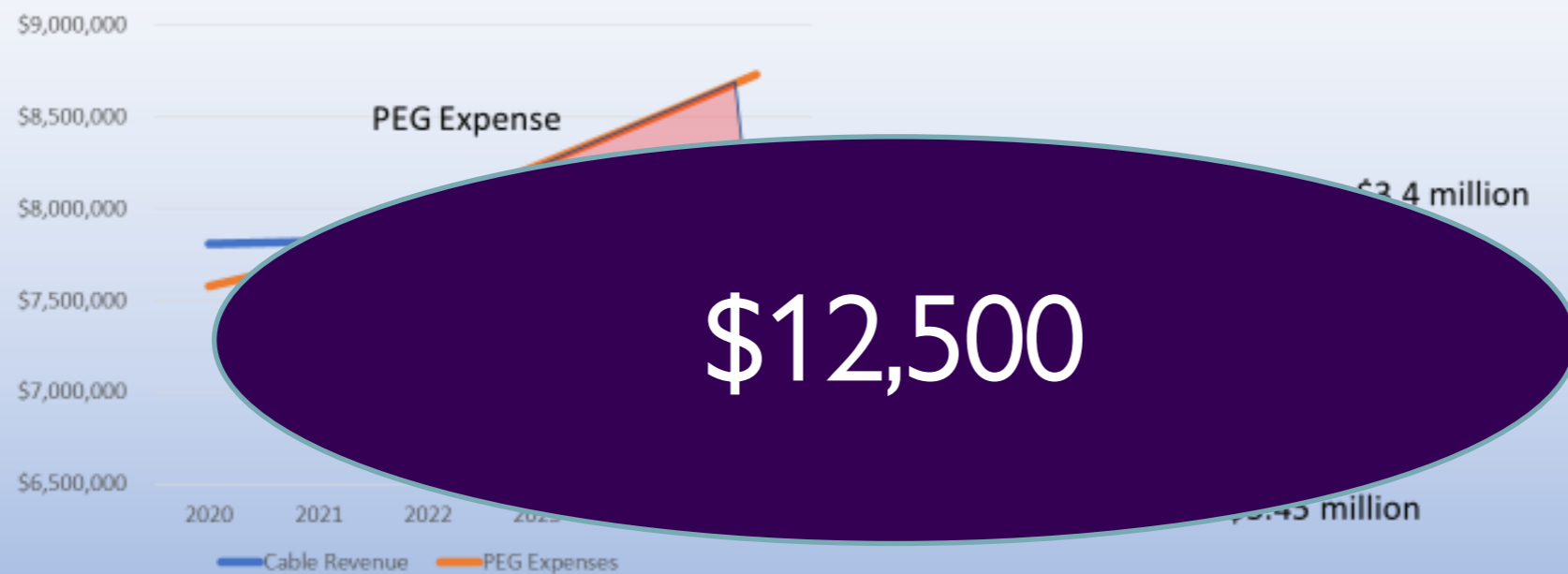
- Worked with VAN to estimate funding gap
- Lisa and Liz testified on “budget adjustment” bill
- \$300,000 VAN request approved
- MRVTV may receive \$12,500



# VAN & LEGISLATURE



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# STAFFING



- Camera Operators currently working:
  - Ella Glow – Harwood Senior, lives in Waitsfield
  - David Eric – Lives in Montpelier
  - Tiffany Boyd – Lives in Bristol
  - Sam Burns – Lives in Warren, Covid reluctant
  - Bryce Douglas – Lives in Waterbury, been occupied with project

# AUDIENCE DATA



# NEWSLETTER



- Opens of weekly newsletter now at 40+%
- Click throughs at 1.5 to 6.7%

# MRVTV.COM ACTIVITY



- Launch of stream of the channel
  - 1983 page views since July 1 launch
- Top page hits
  - Live webcams: 6393
  - Livestream: 2188
  - Recent Programs: 1158
  - Live broadcasts: 737

# TOP CATEGORIES



- Local government meetings: 753
- School board meetings: 572
- Local school events: 319
- Community events: 119

# YOUTUBE



- 11,900 subscribers – 11% increase in 2021
- Covered Bridge Camera: 2,198,532 in 2021
- Income \$839.72
- Top Videos
  - Covered bridge Webcam
  - Warren 4<sup>th</sup> of July Parade (3563)
  - Flooding/Tree hits Covered bridge (3372)
  - Vermont's Black Bears (2431)
  - Waitsfield Select Board Candidate forum (2188)

# FINANCIALS - 2021



## MAD RIVER VALLEY TELEVISION

Statement of Activity  
January - December 2021

Missing December Cable Grant

	TOTAL
Revenue	
400 Cable Company Grant	89,540.79
401 Sponsorship & Membership	9,950.00
404 MRVTV Fundraising	4,031.00
407 Google AdSense	839.72
499 Miscellaneous Income	3,179.50
<b>Total Revenue</b>	<b>\$107,541.01</b>
<b>Total Expenditures</b>	<b>\$110,051.53</b>
<b>NET OPERATING REVENUE</b>	<b>\$ -2,510.52</b>
Other Revenue	
Fundraising Expenses	284.05
<b>Total Other Expenditures</b>	<b>\$284.05</b>
<b>NET OTHER REVENUE</b>	<b>\$11,399.03</b>
<b>NET REVENUE</b>	<b>\$7,960.45</b>



# BUDGET - 2022



## Income

	Budget 2021	Estimated 2021	Budget 2022
Ordinary Income			
400Cable Grant	95,400	97,198	92,338
401Sponsorships	8,950	9,950	9,950
402Miscellaneous Inc	10,600	3,180	4,000
404MRVTV Fundraiser	2,500	4,031	3,500
407Google Adsense		840	780
812Grant Income		1,000	
Total Income	117,450	116,199	110,568

# BUDGET – 2022



## Expenses

Expense	Budget 2021	Estimated 2021	Budget 2022
500 Advertising/Community Outreach	300	240	250
502 Digital Services	6,500	5,543	5,600
505 Bank Charges		147	100
Total 508 Hourly Labor	7,000	2,384	5,000
510 Dues, fees memberships	1,000	1,697	1,200
515 Equipment R/M	300	1,181	400
525 Insurance General	2,500	2,581	2,630
526 Insurance Health	4,900	3,040	4,000
530 Legal & Professional	5,500	6,059	6,100
535 Meeting expense	250	57	250
540 Office	1,200	518	300
545 Rent	14,300	12,840	14,000
546 Electricity	1,800	1,899	1,900
547 Heating fuel	800	485	600
555 Telephone & Internet	2,000	1,968	2,000
558 Travel & Mileage	200	-	200
559 Water	250	332	350
560 DVD's/Tapes		-	
575 Payroll - Gross Wages		62,243	
576 Payroll - Taxes		5,322	
577 Employee Retirement Benefit		1,866	
574 Payroll Total	77,000	69,432	72,000
578 Interest Expense		2	
611 Fundraising expenses		630	600
Total Expense	125,800	111,035	117,480

# BUDGET - 2022



## Other revenue and expense (Capital)

Other	Income	Budget 2021	Estimated 2021	Budget 2022
	403Cable Co Capital equipment	10,600	10,041	9,539
	800Interest	600	137	130
Total Other Income		11,200	10,178	9,669
Other Expense				
	To Code	20		
	611Fund raising expenses		630	500
	506Capital equipment purchases	5,000	105	5,000
Total Other expense		5,020	735	5,500
Net Other Income		6,180	9,443	4,169
Net Income		(2,170)	14,608	(2,743)

# OLD BUSINESS



- Finance / studio location
- Working with Harwood HS

# NEW BUSINESS



## MRVTV.com

- Channel streamed from “watch live” link
- Replays from VOD for 60 days
- Part of process today

## YouTube

- Livestreams can go through public channel
- Streams are persistent
- Easy to track viewership
- Competes with MRVTV.com?