

AGENDA



- Additions or changes to Agenda
- Public Forum
- Approval of Minutes of April 28, 2022 Board Meeting
- Director's Report - Rob P
- Financial Update - Rob P
- Program/Technical Update - Tony
- Waitsfield Cable Update – Roger
- Fundraiser
- Old business
 - Harwood engagement program
 - Wifi to Harwood lower field
- New Business
 - Producer's manual updates
 - Non- Commercial Programming Guideline clarification
- Fundraiser
- Adjournment

DIRECTOR'S REPORT



2022 Q2 MRVTV Board Meeting

Q1 ACTIVITIES

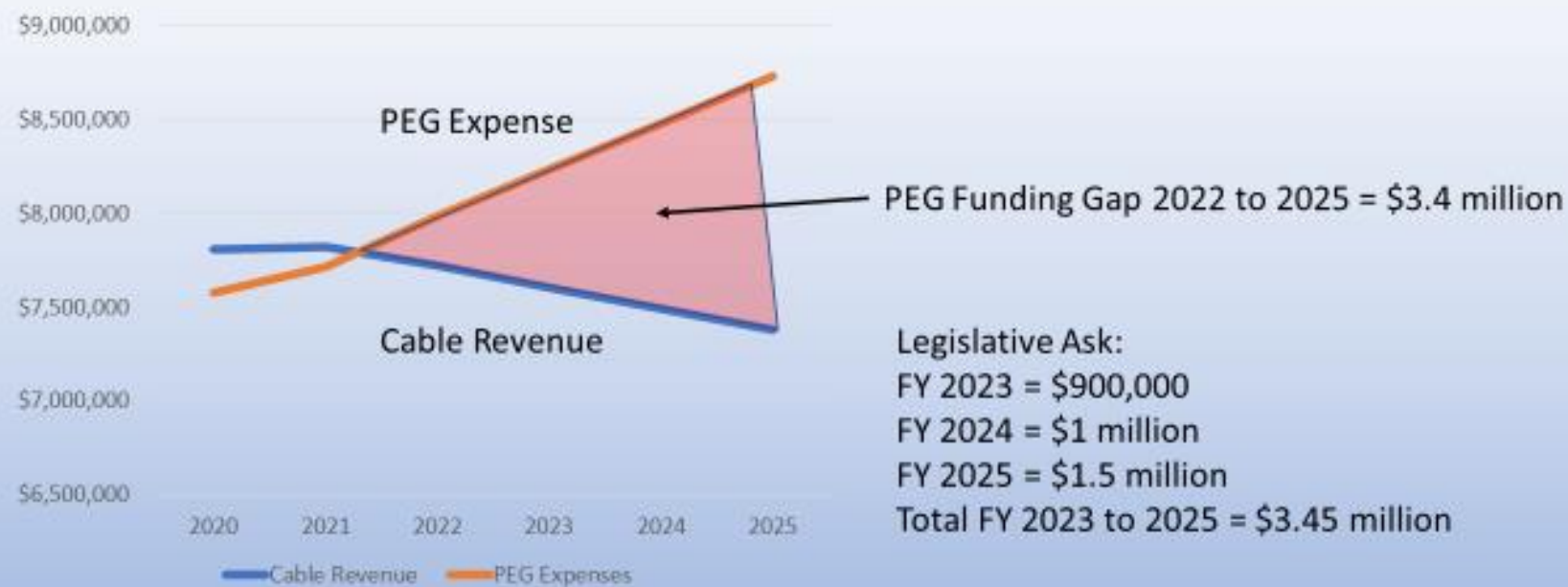


- Legislative work for FY 2023
- More live streaming
- July 4th parade

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

600,000 in FY23 budget. Plan to distribute as FY2022 money

ROTARY GRANT



VidiUGO getting lots of use

- Concerts
- Information Meetings / Select Board / Planning Meetings,
- Hoping to stream from Harwood for sports



STAFFING



Continuing challenge, last FPF posting had no responses

Camera Operators currently working:

- ~~• Ella Glow – Harwood Senior, Lives in Waitsfield~~
- Tiffany Boyd – Lives in Bristol
- Bryce Douglass – Lives in Waterbury
- Sam Burns – Lives in Warren

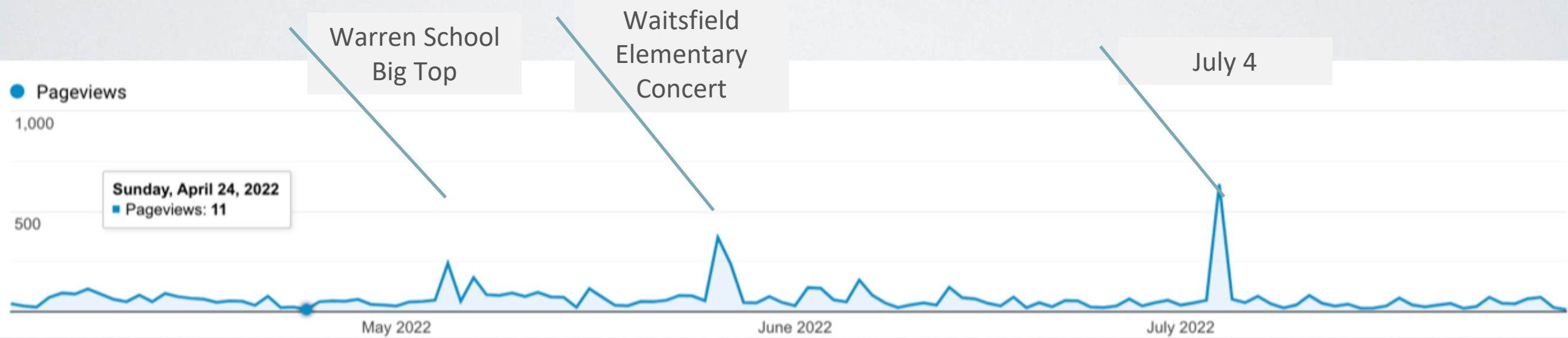
New operator:

- Miranda Rayfield

AUDIENCE DATA



WEBSITE TRAFFIC



MRVTV.COM ACTIVITY



Page	Views	Unique Views
MRVTV total	7909	6017
Live-webcams	1080	990
Live-stream	1027	677

LIVE STREAMS



Event	MRVTV "Watch Live" Day of
Waitsfield Elementary School Concert (5/12)	370
Warren School Big Top (5/5)	241
July 4 th Parade	635

NEWSLETTER



- Opens of weekly newsletter 50% +/-
- Click throughs at 2 to 4%

YOUTUBE



- 13,094 subscribers, up from 12,366
- Covered Bridge Camera: 1,366,656 year to date
- Income: \$253 YTD
- Top Videos
 - Covered bridge Webcam
 - Tree hits covered bridge
 - Vermont Black Bears
 - Waitsfield Select Board Candidate forum

SPONSORSHIPS



- July 4 parade - \$1650
 - Sugarbush – 500
 - WCVT -- 500
 - MRG – 250
 - Vickery Hill – 100
 - MRV Chamber -- 100
 - Clearwater Filtration -- 100
- Covered Bridge Cam
 - Yak it To Me - \$200
 - West Hill B&B – 200

INCOME – 2022 JULY



Ordinary Income	Budget 2022	2022 through July	58% is on track
400 Cable Grant	91,610.69	45,150.73	49%
401 Sponsorships	9,950.00	1,000.00	10%
402 Grants	4,000.00	14,000.00	350%
404 MRVTV Fundraiser	3,500.00		0%
407 Google Adsense / Amzn Smile	780.00	239.02	31%
409 Sponsorships		1,522.00	
415 Production services		158.00	
Total Income	\$109,840.69	\$62,069.75	57%

EXPENSE – 2022 JULY



Expense			
500 Advertising/Community Outreac	250.00	158.37	63%
502 Digital Services	5,600.00	2,719.13	49%
505 Bank Charges	100.00	19.60	20%
508 Hourly Labor (shooters)	5,000.00	1,447.50	29%
510 Dues, fees memberships	1,200.00		
515 Equipment R/M	400.00	2,521.80	630%
525 Insurance General	2,629.94	659.00	
526 Insurance Health	4,000.00	1,590.72	40%
530 Legal & Professional	6,100.00	2,330.60	38%
535 Meeting expense	250.00	3.52	
540 Office	300.00	320.36	107%
545 Rent	14,000.00	7,490.00	54%
546 Electricity	1,900.00	1,354.07	71%
547 Heating fuel	600.00	425.28	71%
555 Telephone & Internet	2,000.00	1,152.49	58%
558 Travel & Mileage	200.00		
559 Water	350.00	189.22	54%
560 DVD's/Tapes			
575 Payroll - Gross Wages		37,880.80	
576 Payroll - Taxes		3,008.56	
577 Employee Retirement Benefit		1,127.01	
574 Payroll Total	72,000.00	42,016.37	58%
578 Interest Expense			
611 Fundraising expenses	600.00		
Reimbursements		175.49	
Total Expense	\$117,479.94	\$64,573.52	55%

BALANCE SHEET (JULY)



MAD RIVER VALLEY TELEVISION

Statement of Financial Position

As of July 31, 2022

	Total
ASSETS	
Current Assets	
Bank Accounts	
100 Operating Account (5658)	75,626.34
101 Capital Reserve (6573)	49,625.35
103 NSB - CD (4686) 10/13/18	28,231.29
108 NSB - CD (8882) 9/12/18	22,982.92
112 Paypal	1,040.49
Total Bank Accounts	\$ 177,506.39
Other Current Assets	
114 Security Deposits	1,030.00
115 Employee advance	108.12
Total Other Current Assets	\$ 1,138.12
Total Current Assets	\$ 178,644.51
Fixed Assets	
125 Capital	93,173.70
140 Leasehold Improvements	13,957.00
161 Accumulated Depreciation	-79,705.00
Total Fixed Assets	\$ 27,425.70
Other Assets	
130 Prepaid Expenses	6,364.42
Total Other Assets	\$ 6,364.42
TOTAL ASSETS	\$ 212,434.63

FUND RAISER



The 7th Annual
MRVTV Community Party
and Mini-Music Fest

Featuring performances by:

FREE event!

Donations at the door are welcome

Veggie Burgers, Hot Dogs, and
"soft" beverages will be for sale.

BYOB and/or a chair

with **Live streaming**
on **MRVTV.COM** and **Ch. 44**

When: September 16, 2022
4pm - 7pm

Where: MRVTV Studios in
Waitsfield, VT

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



John Levey



John Drew Peterson



Micheal Hock



Some Hollow

ROLES



- Music
 - Tony to manage PA
- Food
 - Rob – hotdogs and eColi-free veggie burgers, water (with and without gas)
- Door / Lottery / Etc
 - Board and Volunteers!

OLD BUSINESS



- Working with Harwood HS
- Wifi to Harwood Lower Field