

MRVTV MEETING MINUTES

Date and Time: Thursday, 4-28-2022 @ 6:03pm

Present: Lisa Loomis, Rob Williams, Genny Knight, Ilse Sigmund (via Proxy/Liz), Ian Sweet (via Proxy/Liz), Ned Farquhar, John Daniell, Tony Italiano, Rob Perry, Liz Levey

Location: via ZOOM Video call.

Welcome and additions or changes to Agenda: No changes to agenda

- Added HD Payback review into Financials
- Added employee as contractor, and why that doesn't work (Rob P's research)

Public Forum: No member of public present

Approval of minutes of Jan Meeting

*Ned made a motion to accept the minutes as written, Liz seconded.
Motion passed unanimously.*

Director's report

- Full slide deck will be attached and/or posted with these minutes
- Thank you to Ilse and Rob who figured out the best way to do this.

VAN and Legislature:

- Looks like we will get \$12,500 from the State funding (in total \$300K) Yeah!
- FY23 is budgeted at \$600K. If approved would we get \$24K? Rob reported this is not clear - different opinions - based on need - or an even split.
- Rob Chapman of ORCA is leaving. He has been a great asset as a liaison with the legislature and support to the station. Terrific ally to MRVTV, especially Tony over the years. Rob Chapman will be missed.

Grants

- ✓ \$1,000 Harwood, which was anticipated.
- ✓ \$1500 rotary - to encourage HS engagement - live streaming
- Rotary grant came in which allowed us to purchase a VidiUgo which allows for live-streaming through WiFi, Cellular or Ethernet connection with a rechargeable battery. Really great addition to help us livestream. Can easily stream indoors with Wi-Fi, and maybe even outdoor events and games when cellular is present.
- Liz asked about coordinating with GMVS and offer live coverage. May we could be paid by GMVS to cover live? They do tape their own games.
- GMVS could pitch it as a fundraising event, parents to pay to watch, and we could get paid for our time.
- Thank you to the Rotary!

Staffing:

- David Eric left, but we have 4 other shooters.
- We looked into making Bryce a contractor but it raised all kind of issues, especially with regards to laws in the State of VT. Bryce will stay on the payroll.
- Bryce has to file with state for health insurance. He asked to be a contractor, but Vermont makes it difficult to pay as a contractor. Bryce says he will still work as an employee.

Website Traffic

- Band concert generated over 700 live views, and Chorale around 230. Views from as far as Australia!
- Newsletter has open rate of 50%, which is pretty good, and 2-6% click through.
- Rob reviewed activity in the last Quarter:
 - Views:

Page	Views	Unique Views
MRVTV total	8285	6505
Live-broadcasts	3002	2450
Home page	1377	1032
About	786	460
Category	459	361
Tv-schedules	371	293

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- Local government and local school meetings are the most viewed

YouTube

- We are now 12,366 subscribers, and on track for over 2M views for the year.
- Income putters along at about \$40/mo
- We have been trying to sell ads on the covered bridge, but not getting any. Rob approached Cabot and Darn Tough, but they did not take it. We charge \$100/mo for the space.
 - Yak it to Me will buy July and August for \$200. SOLD! (Thank you Rob W.)
- Time to get July 4th sponsors lined up!

FINANCIALS

Rob reviewed income for Qtr 1, 2022

- Cable grant is on track
- Sponsorships is the Harwood grant, and much will come later in the year
- Production services were mostly dubbing.
- Misc. is Smile Amazon, Rob reminded Board to do this when ordering form Amazon.

Ordinary Income	Budget 2022	2022 Q1	% of budget
400Cable Grant	91,610.69	23,130.47	25%
401Sponsorships	9,950.00	1,000.00	10%
402Miscellaneous Inc	4,000.00	120.00	3%
404MRVTV Fundraiser	3,500.00		0%
407Google Adsense	780.00	120.92	16%
415Production services		108.00	
812Grant Income		1,500.00	
499Miscellaneous Inc		7.56	
Total Income	\$109,840.69	\$25,986.95	24%

Rob reviewed Qtr 1, 2022 expenses

- Pretty much on budget
- Reimbursements is really the COLA increase we gave earlier in year

Capital Reserves

- We need to be better at our tracking of the capital funds. We also can capitalize more than we have been. (like the Telvue subscription)
- Lauren Glenn is helping us straighten this out. Renaming one of the accounts to help remember where funds should go.
- Every quarter we will now transfer appropriate sums, to keep it correct.
- When we buy something in the future, we should make sure capital reserve account is the one drawn upon when appropriate.
- This is also where the **HD payback** comes into play. We “borrowed from our Cash reserves” and we need to pay those back from the “Capital fund”. This should be addressed annually until paid back so we can convert capital funds into more flexible cash reserves. To be followed up by Rob Perry.

Balance Sheet was reviewed and looks fine.

- John expressed concern about the CDs and the possibility of renegotiating before we automatically renew next year. It's just the 1-year rate. With rising rates we don't want to be stuck with low interest instrument.

Studio Update - Tony

- Work and work flow has been steady through the Quarter, though the valley has been quiet of late.
- Tony reflected on our 10-yr anniversary of remodeling our studio space. We moved in on May 10, 2012. Much has changed since that time. Before it was camera and tapes, now we are streaming, downloading, posting, sharing all these meetings, and sharing digital files on google drive. Zoom has changed things as well. YouTube is a new tool for sharing content. Cameras don't go out as much, but we have more content than in the past.
- people are starting to come back in and reconnect.
 - Jay at the library came in looking for help with How-To videos
 - Rachel Wiley wants to do something with Mad River Valley SHARES...
- Tony will be trying to live-stream out of Fayston and will try with our Teradeck. If it doesn't work, we will need somebody to come over and open up some ports (same as with Warren school needs around their Big Top Adventure)
- In Warren, they are very strict with entry through their Firewalls...Lisa suggested we reach out to Bob Auckland or the Chair who would support contention that this is not an issue. This is resolvable. Tony will try Fayston first, and then try for Warren again.
- Tony also did a deep clean of the studio and its as clean as it has ever been.
- The Board thanked Tony for his efforts.

Space Committee (Rob, Tony, Lisa, Liz)

- We currently have about 1000 sq ft, about 400 sq feet is the front part which we don't really "need"
- Reviewed what ours needs are - minimum space (600 sq ft) for editing and studio space. We don't really need the front part. We might not even need a true studio in the future.
- We must have high speed internet.
 - Roger said they would pull it within reason along Rte 100.
- The increase to the lease is fair (\$10/mo, annual increase)
- Savings per square foot is not compelling when moving and set-up costs would erase any benefit.
- Board agreed the current space took a while to tweak it just right, we should enjoy it as long as we can afford it.
- Tony suggested we keep an eye out for possible move in the future, because we could survive in smaller space.

Working with Harwood

- Genny recommended we aim to connect with teachers in the next academic year
 - Jane Regan, filmmaker, is new so has been really busy, but would be good to connect with.
 - Kate Stauss, journalism, would be a good possibility for coordination
- There is a small studio off the Harwood library in the Driver's Ed room which Curtis tried to put together. Equipment is there, and he has been trying to get kids in there, but not much participation.
- Genny mentioned there is new video on student speeches which were just filmed. Genny will let Tony know how to grab those once they are ready to post.
- Lisa asked Genny to let Harwood community know at the right time that we want to be involved.
- Genny has two students in mind who might be a good fit for student liaison next year.
- Liz suggested Lisa reach out to new superintendent for her program, Community Conversations
- Lisa suggested MRVTV reach out to new super and plant the seed for our hopes and dreams of coordinating with Harwood. Maybe invite him to a board meeting?
- He comes on board July 1st.
- Connecting more recently has been tough. No parents have been in the school for the last 2 years. Connections should improve with end of pandemic phase. They are eager to be more involved.
- Tony underscored that we can offer equipment - get the school a camera and computer, and it can live at Harwood - we will train them on how to use and bring the show to air and put online. Great opportunity.
- Genny reminded us that kids use their phones more than pick up a camera, so maybe more about work flow, not the camera.
- Love letters to our Towns - nice example of what a community can do on video.
- Spirit week is coming up end of May.
- Battle of the Bands is fun maybe Ella could shoot that?

Production Manual and discussion around our regulations and programming

- We are the conduit of free speech. The producers are responsible for their speech.
- We reviewed our commercial use policy
- We discussed the problematic nature of the name of Rob W's show "Peak Flow" now that he has a (new) business by the same name.
- Tony and Rob P reported that the show's content is not problematic, just the name. Rob W seconded that he works hard to keep it commercial free.
- With regards to a show's title. Tony gave the example of *Yoga for You* which the producer originally wanted to name it *Mountain Rose Yoga* which is the same as her business. She is now producing her show *Yoga for You* and does not mention *Mountain Rose*
- Tony highlighted that for-profit businesses may **not** sell on the Station, while not-for-profits may represent their products, and even fundraise on our channel, or give their website address, etc.
- We discussed examples like MRG's show and why that was okay. This was allowed because they were paying us to help tape/stream the show. It was not our programming.
- Rob W thanked the Board for their input and direction. For the time being he will step away from producing the show and consider changing the name should he want to resume.
- Board agreed as a follow-up we should review the production manual again.

Commercial use of MRVTV is strictly prohibited. Commercial uses include:

- Selling a product
- Advertising a business
- Soliciting participation in lotteries or games of chance
- In general, any solicitations, or offers to exchange goods or services for money or other methods of payment.

Executive committee will divide into sections for the Board to Review going forward. Full copy of Producer Manual is available on the Website

Fundraising Event

- Liz opened with desire to have more help pulling off the fundraiser, and she doesn't want to do it alone, especially the advance planning.
- Rob W. voiced support for continuing the summer concert in the yard again. It is fun to do, builds community, and is a fairly easy one to pull off.
- Tony agreed, once the talent is lined up, the rest fell into place pretty quickly.
- Board agreed the model works and was fun for all.
- Rob commented that the musicians often bring their people along. People are stoked for outdoor music.
- Acoustic music works well. Lisa had some ideas and will reach out.
- We will do this only if weather is good.
- First job is to find musicians.
- Board likes a Mid-September date.
- Do a raffle again? Yes. Tony suggested we offer less cash than the retail value of the prize.
- We could get donations of food next time. (Cabot, other local companies?)

Liz will reach out and organize Fundraising committee – all are welcome 😊.

Adjournment: 7:21pm

Liz made a motion to adjourn, Rob W. seconded.
Motion passed unanimously.