

# MRVTV MEETING MINUTES

Date and Time: Thursday, 9-8-2022 @ 6:03pm

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

Location: Hybrid via ZOOM Video call and attendance in the Studio

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Welcome/Additions, changes to Agenda

- Lisa opened the meeting @ 6:03pm
  - Update to agenda was recognition of service on board of John Daniel and Dan Eckstein. Both are retiring from the board this year.

*Adieu to John Daniel*

- John decided to step down from the Board. This will be his last meeting. He was recognized for his faithful service to the station. He was early to recognizing the challenges posed by our aging equipment, and was key in positioning the station to purchase the HD upgrade. The Board thanked him for his service.

*Adieu to Dan Eckstein*

- Dan asked to step down some time back, and this is officially his last meeting. He has been on the Board for about 18 years and been an invaluable and dedicated board member who was there from early days and saw us through some really tough times (floods, etc) The Board thanked him for his service.

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Public Forum

No public present

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Approval of minutes of the [April, 2022](#) board meeting

Changes to minutes? None.

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

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**DIRECTOR'S REPORT** (please see report – attached - to get all the details)

Since last Board Meeting:

Van and Legislative

- We already got funds this year. \$12,500
- Looks like we are going to get \$25,000 in 2023 from legislature which is splitting up \$600K, to be divided more or less equally among stations.
- A long-term funding resolution is still needed. Kari Dolan has been very supportive and up to date on the issues. Several ideas have been presented but no one has traction. The internet cannot be taxed, so easy solutions are not clear. Ian offered to connect with his contacts to get more info about the Federal licensing and taxes.

GRANTS

- The Rotary Grant allowed us to purchase the VidiUGO. It's getting lots of use for concerts, meetings and (hopefully) Harwood sporting events.

STAFFING

- Continuing challenge to keep enough camera operators.
- Rob is now 65 and has gone on Medicare, and he bought a business (Deerfield Designs)! Trying to balance it all.

Website Traffic.

- Top viewed live streaming events from website included Warren School Big Top, Waitsfield Elementary Concert, and July 4<sup>th</sup>.
- Views are robust, and some of the numbers are growing. Hundreds of live views for our top events.

#### YOUTUBE

- Subscribers up to 13,094 subscribers
- We made \$253 so far this year.
- Candidate Forum was big, and another coming up!

#### SPONSORSHIPS

- Still looking to collect form Sugarbush, but total sponsorship brought in \$1,650
- Covered bridge sponsored by Yak it to Me and West Hill B&B, but room for more.

#### FINANCIALS

##### Income YTD through July

- o The grant has declined more than we had forecast. There is much variance in the check amounts, so Rob not sure how we will come out. We will need to check in with Roger.
- o Sponsorships is really the Town contributions. This will be 100%
- o Grants are over due to state and rotary grant
- o Amazon smile trickles in
- o Sponsorships (409) actual YouTube sponsorships and donations
- o Production services is mostly dubbing services.
- o We are on track, but would not be without the State grant.

##### Expenses YTD through July

- o Equipment R/M – there are items we can capitalize here, so this is a little bloated and should go down
- o Tony asked if we could offer to pay folks to shoot things – vs MRVTV hiring “shooters” Organizers could make \$\$ and shoot their own event, and provide us with content. Board agrees this is worth exploring.
- o Energy bill is higher due to A/C, fans, and last winter. May be over for the year.

#### FUNDRAISER 4pm – 7pm on 9/16

- Tony is doing set up and live streaming.
- Liz will be MC
- Tony hopes he doesn't also have to do sound
- Rob is at the grill with hot dogs, veggie burgers and “soft” beverages for sale
- Lisa Italiano is helping with the door, and other volunteers welcome to help day of, and to sell raffles.

#### OLD BUSINESS

- Working with Harwood HS
  - o Following up with contacts at Harwood, and need to reach out to the new Superintendent. Neil will invite him to the 9/16 event.
  - o Maybe Lisa can have a community conversation with him at some point
- WiFi to Harwood Lower Field –
  - o Rob mentioned this to new Superintendent and met with Kris Merchant of Waitsfield Cable. We need a couple thousand dollars. We could kick in some capital funds, possibly \$5000 is available. Kris is also asking the School Board.
  - o Tony encourages us to move forward with this as it would really add to our ability to cover sports up there. It will really add to our views. If we pay for it we could possibly control access.
  - o Lisa reminded Board that ARPA funds might be available – request funds from each town in the union – they might have the money right now.

- o Ned suggested we also send to the ARPA committees, if Towns have them (Ned sits on Moretown committee)

*Ned made a motion to authorize Exec committee to correspond to Town Selectboard Chair and/or ARPA committee representative seeking \$250 per town  
Seconded by John D.*

Discussion: is this for MRVTV only, or for the public?

We think it needs to be for everyone.

*The motion passed unanimously.*

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## Technical Report

- We have live-streamed 110 programs this year. Wow! Tony has been involved with all of these. This will grow even more with the VidUGO.
- We still can't do Fayston as they have no Fiber
- Tony is getting more downloaded files – Zoom meetings etc. – which are just sent to Tony and he put on the air and online. Almost half of the content was in this form.
- Tony has been going out and shooting 44 times and Rob has done 23. We need shooters, but we are covering it for now.
- Met with Joslin Library the other day about a possible History Story event and offered our help.
- Tony thinks there are fewer events than there used to be. Tony needs to know if stuff is happening – let Tony know if you think it needs to be covered.
- At archives.org you can see it all!
- The Board thanked Tony for his diligence and hard work.

*(7:03 – Ilse, and thus Liz, had to leave the meeting)*

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## Other Business take 2

### Producer's Manual

- We must update the producer's manual. There are many new aspects to our business that require edits to the manual.
- Website needs editing too.
  - Executive Committee needs to review, meet, make notes and bring back to the Board. Neil offered to help Exec. Committee with this task.*

Should we develop our own Over the top app?

- It would cost about \$3000 for each channel (Amazon Fire, Roku, AppleTV), and be integrated in the server.
- Would be great to have Roku player, etc

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## Adjournment

*John made a motion to adjourn. Dan seconded. The motion passed unanimously.*

Time: 7:15pm