

MMCTV Minutes Jan. 11, 2016

Present: Ted Lyman, Ron Rodjenski, Tim Chamberlin, Peter Wolf & staff Angelike Contis, Ruth Miller, Jim Hering

Meeting called to order at 6.36

MINUTES - *Peter makes a motion to approve minutes of 10/27/15. Ted seconds. Unanimously passes.*

Agreement 1st Annual Awards night a success. Next time will have meeting before awards in quieter place.

2015 FINANCIALS - There is a discussion of ideal cash in hand. At end of 2015, we had \$174,000 cash in hand. Down from over 14.7 months to 13.8 months of reserve funds in past year. With possible future decrease in Comcast revenue in near future, we will be conservative about goal of reducing reserves. In past 3 years, about 500 subscribers less Comcast cable subscribers in 3 towns; down from 2,900 subscribers in 2012 to 2500 in 2015.

In 2015 Financials, property and equipment assets unchanged from 2014 financials? Angelike will ask MGTV why.

We were within budget. Operating expenses in 2015, only over \$126 of budgeted amount. Capital Expenses were under \$3343 of budgeted amount, so will be transferred to next year. Discussion of how can ask for donations on MMCTV.

Angelike will inquire about possibility of free mailing insert 3.5x8 inches via Comcast to promote our online offerings. Ruth notes meetings include a subtitle with website address.

2015 PRODUCTION SUMMARY - Total production was way up from 2014. Our first tally reveals 362 hours total of MMCTV-made programming, over 319 last year. MMMU meetings were up in 2015; there were 26 total vs. 14 videotaped last year. Angelike will create annual report brochure for 2016 fundraising. Discussion of alternatives to cable funding, as generational shift to on-demand viewing.

2016 Budget

Budget assuming a conservative 3% increase of Comcast revenue for 2016, though has been 4.5% in past 3 years. We have built in more donation/underwriting/production income, plus 3% compensation increase across board for staff/field producers. There have been some small changes in accounting categories.

VAN dues are expected to be high (1.125% of Comcast revenue in 2015) due to Comcast Certificate of Public Good renewal VAN legal work. Another new expense is the livestreaming site.

For capital budget, there are some question marks on 2016 gear, as we consider future HD/new broadcast platform control room.

Ted makes a motion to approve proposed 2016 Budget of \$144,724 Operating and \$16115.65 Capital (attached). Peter seconds. Passes unanimously.

2016 Goals (see attached)

Ron suggests hiring college marketing intern (possibly \$500 stipend) to help with community feedback/participation goal.

MMCTV aims to regularize its streaming and to involve towns in creating a good environment for this. There are challenges as we have one device/streaming site and three towns.

MMCTV is moving towards an HD control room and a more web-HD-friendly broadcast server, plus planning for a 2nd channel.

Group discusses underwriting options and ideas on how to monetize programming within PEG framework, possibly including split screen underwriting for certain events.

MMCTV continues to be involved in dialogue with Richmond Senior Center (now called Community Senior Center) about possibly being in a new building. We'd like to work with them, but there may be a slow timeframe, so we are looking into other options.

PROGRAM/CONTROL ROOM UPDATE

Jim points to (major) control room improvements he did in 2015 and presents most recent weekly TV program and notes it is available on the Internet as a Google calendar. There have been changes to length (shorter) and structure of Community bulletin board. Separate town info sections are now paired with town meeting slots. Organizations are still giving us CBB content, but we will be more proactive about seeking new content for CBB in 2016.

The need to cut down CBB is also good evidence of our need for a second channel. Ron suggests possibility of streaming Front Porch Forum content, somehow, onto the CBB.

More discussion of future of cable revenues, options for alternative funding.

Ted makes a motion to adjourn. Peter seconds. Meeting adjourns at 7.50pm.

MMCTV GOALS 2016

INVOLVEMENT

- More community feedback/participation.
- Create training opportunities/classes for volunteers/producers.
- Enlist volunteer editing/archival help.
- Continue working with schools/nonprofits.

FUNDRAISING

- Organize major fundraiser for MMCTV in summer 2016.
- Reach out to local businesses, MMCTV fans for underwriting support.
- Apply for new grants.

STREAMING

- Introduce/regularize live streaming and publicize.
- Enlist towns' help in obtaining better on-site gear (including individual streaming, new orb cameras, wiring/cabling).
- Create programming/field producer workflow around live shows.

CONTROL/BROADCAST SERVER PLAN

- Research alternatives to Maestrovision.
- Create plan/budget for new HD control room that has a new platform and 2nd channel in mind
- Present 2nd channel plan/budget to Comcast.

ARCHIVAL SYSTEM

- Purchase RAID system and transfer digitized content on it.
- Create web-based system for in-house organization of archived, numbered files.
- Start phasing out DVDs (keep for meetings and certain projects; others can be made with mp4 file upon request).

NEW LOCATION

- Research Richmond locations, including new Senior Center building.

Proposed Operating Budget 2016

Anticipated Operating Revenues	2016	2015 Budget	Account	2015 Actual
Revenue-Comcast-Operating - 3% up	133,724.00	128,500.00	4010	129,828.65
Donations/Underwriting/Video Camp	6,000.00	3,000.00	4040	2,080.00
Productions Income	2,000.00	1,500.00	4050	1,060.00
Video/Dubbing Income	1,000.00	1,000.00	4060	1,101.70
Municipal Revenue (Jericho)	1,600.00	1,440.00	4080	1,710.00
Refunds/Returns	200.00	0.00	4100	470.67
Interest Income	<u>200.00</u>	<u>300.00</u>	<u>4900</u>	<u>162.86</u>
Total	144,724.00	135,740.00		136,413.88

Operating Expenses

Compensation (3% increase)	101,011.77	97,308.48	5010	98,756.85
Employer FICA Expense	7,727.40	7,444.10	5015	7,554.90
VT Unemployment Tax (1.3% first 16,400)	747.08	973.08	5016	601.73
Health Insurance (484.49/mo)	5,814.00	4,715.00	5020	5,606.20
Recognitions and Awards	0.00	500.00	5026	0.00
Legal Fees	200.00	300.00	5050	0.00
Contractors Fees	100.00	300.00	5052	0.00
Accounting Fees	3,800.00	4,000.00	5060	3,520.75
Bank Fees	0.00	0.00	5065	39.00
Office Rent (+3.5% Aug, rates: 982.8, 1017.2)	11,966.00	11,605.00	5070	11,621.88
Maintenance & Repair	600.00	500.00	5075	840.00
Equipment Lease	0.00	100.00	5080	0.00
Office Supplies	400.00	400.00	5090	480.77
Copying Expense	50.00	50.00	5095	82.74
Dues & Subscriptions (VAN+ 1.125% Comc)	2,000.00	600.00	6000	1,607.75
Postage & Shipping	300.00	240.00	6010	324.50
Telephone Expense	1,100.00	1,200.00	6020	1,078.02
Utilities	3,200.00	3,000.00	6025	2,989.33
Business Insurance	1,200.00	1,300.00	6030	1,070.00
Workers Comp Insurance	890.00	1,200.00	6040	860.00
Website Streaming (Vimeo, Livestream)	700.00	200.00	6050	697.01
Advertising Expense	750.00	1,000.00	6060	985.14
Conferences/Workshops	300.00	500.00	6070	0.00
Education/Training	0.00	600.00	6075	0.00
Meals & Entertainment	650.00	800.00	6080	625.15
Mileage Reimbursement	1,750.00	1,750.00	6090	2,282.34
Travel/Per Diem	300.00	400.00	6095	6.50
Interest Expense	0.00	0.00	6190	0.00
Contributions	<u>0.00</u>	<u>0.00</u>	<u>6210</u>	<u>125.00</u>
Total	145,556.25	140,985.66		141,755.56

Proposed Capital Budget 2016

Capital Income	2016	2015 Budget	Account	2015 Actual
Revenue-Comcast-Capital (conserv. Est. 3%)	12,772.00	<u>12,400.00</u>	4010C	<u>12,985.05</u>
Capital carried from 2015 budget	<u>3,343.65</u>			
Total	16,115.65	12,400.00		12,985.05
Capital Expenses				
Maintenance & Repair	150.00	150.00	5075C	51.40
Tech Support/Repair (Cairns, Maestrov)	4,600.00	4,400.00	5078C	4,625.00
Tech Supplies/Tapes/DVDs	400.00	400.00	5091C	406.04
Tech Supplies - Other	150.00	150.00	5092C	113.64
Website Construction (Godaddy domain)	20.00	0.00	6050C	112.17
Studio Equipment				
<i>Cisco Switcher Control Rack</i>	141.00		7010C	
<i>Other</i>	<u>1,200.00</u>	<u>4,000.00</u>	7010C	<u>468.30</u>
Computer Software (Adobe CC)	240.00	130.00	7110C	32.00
Computer Hardware				
<i>Archival RAID Drive</i>	2,500.00	500.00	7120C	167.99
<i>Tablet for streaming</i>	350.00	250.00	7120C	
Field Equipment				
<i>Cameras/gear</i>	3,200.00	1,880.00	7015C	3,525.59
<i>Live switcher for field</i>	2,000.00		7015C	
<i>Zoom Ctrl/Monitor/Wide Angle Lens Kit</i>	727.94		7015C	
Office Equipment	150.00	370.00	7020C	319.93
Facility/Studio Upgrades	<u>200.00</u>	<u>970.00</u>	<u>7040C</u>	<u>34.29</u>
Total	16,028.94	13,200.00		9,856.35
Total Projected Reserve Fund Draw (Operating)		832.25		
Transfers from 2015 Budget				
<i>Operating</i>		-126.12		
<i>Capital</i>		3,343.65		
2012 Current Cash	187,961.73	16 months		
2013 Cash in Hand	183,029.21	15.3 months		
2014 Cash in Hand	176,682.24	14.7 months		
2015 Cash in Hand	174,532.00	13.8 months		