



Board Meeting Minutes

Remotely, via Gotomeeting 7/14/20 at 5pm

Present: Board (Ron Rodjenski, Tim Chamberlin, Peter Wolf, Ted Lyman), Staff (Angelike Contis, Ruth Miller, Erin Wagg). Meeting called to order at 5.10pm.

1. Peter makes motion to **approve minutes 4/28/20**. Ted seconds. Passes.
2. **Financials 2nd Quarter 2020** – Not much spending, as studio is closed to public due to COVID-19. Waiting to see if change in Comcast cable subscriber revenue next cycle. Estimated \$5-6,000 less in other non-cable revenue, but could balance out with lower spending. For Capital Expenses, just purchased Teradek Vidiu Go streaming device, after having borrowed one from CCTV that worked well at MMU graduation.
3. **Operations During Pandemic Update**
 - a) **General:** Have been closed to public, but did provide Arabesque volunteer gear, no rush to reopen editing space, as too close, would require written plan/preparation for any reopening. Will phase in curbside gear delivery for public.
 - b) **Municipal:** Ruth reports on record 28 meetings in June, due to processing new remote meetings.
 - c) **Tech Innovations:** This summer researching outfitting first town (Jericho?) with fully remote-controlled cameras/audio. Have first quote. We'd require towns to have a full plan in place with best practices before any MMCTV videographer sent; perhaps in future, we will cover via remote setup. Looking into purchasing laptops for public editing, as our editing stations too close together. Discussion of software options.
 - d) **Limited Field Production** - MMCTV streamed/filmed unusual outdoors MMU graduation with multiple cameras, student drone and crowdsourced rolling parade. Also filmed/streamed CHMS Celebration and are doing *Virtually Yours* series on local innovation during pandemic. We may have Richmond Farmers Market concerts to film. We are virtually hosting/editing *Racism in America* series in fall. Jim is revamping the TV schedule.
 - e) **Crowdsourced Cinema VT** – In lieu of camp, we are participating in this state-wide project. We've pitched to students and public. MMCTV is teaching a virtual class and will provide gear as needed.
4. **Third Internet Channel** - Staff discussed that a 3rd channel doesn't make sense, but we should instead will focus on getting to stream existing channels and improve on demand streaming. Ron recommends having a marketing plan/repetitive message to reach public about how to watch MMCTV.

5. **Marketing/Rebranding** –We are hiring producer Gregg to create new station IDs. Erin will help with marketing work. Ron recommends getting an Apple app or Roku. Gracenote programming guide is working now, but requires we program at least 3 days in advance.
6. **Town Center & Lease Renewal** – The committee will meet soon; MMCTV has provided some info and they are asking for some more. Cindy is providing lease similar to previous soon, which has same terms if decide to relocate.

***Move to adjourn by Ted. Seconded by Peter. Adjourn at 5.45pm.
Next meeting will be in October.***