



Mt. Mansfield Community Television

## **BOARD OF DIRECTORS MEETING MINUTES**

**MON. JAN. 23, 2023, 6.30PM**

Richmond Town Ctr. Conference Room, 203 Bridge St., 3rd Floor, Richmond

**Board Attendees:** Ron Rodjenski, Tim Chamberlain, Theodore Lyman

**Staff Present:** Angelike Contis, Jim Hering, Ruth Miller, Erin Wagg

**Zoom:** None (meeting was available online)

***Ron calls meeting to order at 6:35pm***

Group watches short "[Top 10 Online Videos](#)" by MMCTV in 2022, compiled by college student (and former MMU MMCTV intern) Madeline Daly for MMCTV.

***MINUTES: Tim makes motion to approve minutes of [11/1/22](#). Ted seconded, passes unanimously.***

**GOALS 2023** - Board and staff review list (attached), with discussion of reviving *Memory Map* road history series, creating new MMCTV studio show (bring back *Richmond Police Beat* says Erin), and introducing street cams (e.g. with view of Richmond Bridge morning commute).

We'll try to introduce at least one new Over the Top (OTT) platform. We have discussed streaming the whole channels in past, but maybe on-demand best. Ron suggests creating an MMCTV smartphone app for greater accessibility.

Discussed *From the Archives* project, including Madeline's nice, animated intro, previews for several vintage videos and a web page with links to years of digitized content. The goal is to get all the old videos online, making some short versions available for Channel 1076. The spring annual meeting can also be an open house event. In studio, we will focus on modular (adaptable, temporary) improvements instead of permanent installations, due to the Richmond Town Building structure being in flux.

**REVIEW FINANCIALS: 4th Quarter & 2022** - We are in good shape going into 2023 because we did not spend a lot of capital funds, due to studio "wait and see" status, and new temporary state funding, due to VAN's efforts. This allowed some wiggle room for taking on field producers for events, and special editing/educational projects (like Madeline's work, MMU

sports & concerts). Operating expenses were \$2,300 over revenue, while Capital spending was \$12,000 under revenue. Town of Underhill reimbursement for hybrid meeting cameras/computer/efforts (from their ARPA funds) was appreciated, as it boosted our capital fund revenue this year. We are waiting on Jericho and Richmond to reimburse for our pandemic investments in their set ups.

**BUDGET 2023** - After compensation increased by 6% due to inflationary pressure, the state funding in late 2022/early 2023 was helpful to allow us to budget for more special projects by students & field producers. We are planning on renewing the lease (no word on if will increase). Angelike aiming to attend first ACM (Association Community Media) event in Brooklyn, NY for first time, so a line for conferences/workshops.

We are looking at small, strategic improvements in studio (Thanks, Jim) and some new laptops for editing/streaming and other new camera/streaming gear, after a long pause on such investments.

***Motion to approve budget of \$179,000 Operating and \$20,800 Capital made by Tim, Second by Ted. Passed unanimously.***

**BOARD REORGANIZATION/PLAN** – Ron stepped down from board after many years. He first helped Keith Longemore launch MMCTV 25+ years ago in 1997. All expressed our gratitude for his years of service, including serving as President for many years! We will schedule a special meeting to reorganize board before the next regular meeting; we will try to have the potential new member there too. There is a need to transfer the bank signatory duties. The MMCTV board/staff will hold a special dinner in the spring (March timeframe?) to celebrate Ron's retirement & many contributions to keeping MMCTV going.

**OTHER BUSINESS:** Angelike plans to step down from VAN presidency in May.

***Meeting adjourns at 7.35pm.***

# 2023 Goals

## OUTREACH & PROGRAMMING

- More local content by volunteers/non-staff
- More MMU sports coverage & underwriting
- Balance municipal, non-municipal efforts
- More e-newsletters, ads, shwag, poll
- Increase visibility with special events like Halloween, TV camps/Crowdsourced Cinema/July 4<sup>th</sup>
- Boost local arts/nonprofits (e.g. new music for program guide)
- Grant to support workshops/longer camps
- More Memory Map series episodes
- New monthly MMCTV studio show ?
- Streetcams in each town

## TECH

- Improve modular studio, despite temporary status
- Try Over The Top (OTT) platform like Roku, Apple TV
- Experiment with online radio/podcasting
- From the Archives project

## INSTITUTIONAL

- Make most of existing staff talent & new collaborators
- Engage new volunteers
- Board – new members & Spring Annual Meeting/Open House