



**Mt. Mansfield Community TV
BOARD OF DIRECTORS ANNUAL MEETING - AGENDA**

Tuesday January 30, 2024, 6.30PM

AT MMCTV 203 Bridge St., 3rd Floor, Richmond

Present in person: Jay Furr, Tim Chamberlin, Gregg Stevens, Angelike Contis,
Jim Hering, Erin Wagg, Tom Astle, Madeline Daly

Present on Zoom: Kate Blofson

Board Updates – Nominations, board appointments – MMCTV to be more rigorous about holding annual meeting and keeping track of board member terms. Board is looking to fill 5th seat. Kate Blofson (Jericho) who has been active in Low Power radio application, was invited to consider joining; she asks about time/duties involved (due to her own seasonal work) and will consider it.

Board will start staggering terms, returning to the bylaws' initial 3-year terms. **Jay makes a motion to start 2 of terms immediately and the other two the following year. Gregg seconds it. Passes.** Ted (who started in 2001) and Tim (started in 2018) will serve through 2027. Gregg (started July 2023) and Jay (Nov. 2023) will serve through January 2025.

Minutes ([10/11/23](#) and [12/22/23](#) special) – Gregg makes motion to approve minutes of 10/11. Tim Seconds. Passes. Tim makes motion to approve minutes of 12/22. Gregg seconds. Passes.

Review 4th Qtr Financials - Brief discussion regarding how to increase donations, the importance of being visible/having table at Town Meeting; MMCTV (will have signs as staff busy). Revenue from the state (\$70,000 from both FY23 and FY24) was unusual. MMCTV is investing much of this as is "saying yes" to requests from towns, schools and local organizations, with more part-time staff hours. MMCTV has the best team it's ever had, and many hands for in-field work.

Discussion of plan for "Bridge and Mountain Cams" – including suggestion by Kate for time lapse.

Approve 2024 Budget & Priorities

- This year's cable revenue is predicted to slide -2%. Municipal funding constant. State funding not guaranteed, but some budgeted. When it comes to expenses, board approved 3.2% increase in salaries. Health insurance up (1 employee full-time = director).
- All the Low Power Radio expenses need to be counterbalanced by radio fundraising; we may hear FCC results in February, say Radio Prometheus. We could start to fundraise to create online radio station and podcasts. (Being in Torchbearer program, we are still receiving Radio Prometheus info/support.)
- MMCTV has not invested much in capital for a while, so in 2024/2025, we will be purchasing new gear, especially related to streaming.
- The budget would allow for 15 years of cash on hand at the end of 2024. Note: Jericho recently was last town to purchase all the hybrid meeting pandemic equipment MMCTV bought/installed.
- Angelike gives update on VAN's Community Benefit Fund bill, which is calling for new pole attachment revenue for community media in Vermont; House H.475 and senate bill S.181 have been introduced; this year VAN will be working very hard in Montpelier to move bill. Resistance from telecommunications companies expected, but there many legislators support our work.

Motion to approve the budget of \$211,000 in operating and 19,700 in capital for FY24 by Gregg. Seconded by Tim. Passes.

Other Business

Erin proposes a public service announcement related to Richmond's new trash drop off center.

Gregg proposes the board look into bitcoin investments, as it is expected to gain this year. Jay cautions he knows organizations who have lost \$ in this area. Could it be a project Gregg researches for board?

MMCTV 2024 Goals (see attached, with comparison to 2023)

- More content by volunteers/non-staff – continues to be a challenge.
- We are very proud of the large number of MMU sporting events covered (almost all hockey home games, for instance), plus streaming all MMU concerts.
- We will return to Jericho Market and others for underwriting – we can use it!
- We did a lot of promotional work, thanks largely to Madeline coming on board as part-time staff.

***Board draws Viewer Poll names from hat for items including Sweet Simone's \$20 certificate and two MMCTV hats (David Sunshine, Peter Booth and Jeff Forward, respectively). ***

- **Memory Map reboot also a goal**; brief discussion of series of history of local roads, which began with small Vermont Community Foundation Grant. We need more grant work in 2024, including for camps/education as are so labor intensive.
- This is the year for over-the-top OTT MMCTV presence on Roku, Apple TV etc.; Tom has ideas on how to do inexpensively.
- It's the year for Low Power FM offshoot and increasing the digitization/availability of our archives, due to a VAN program with Middlebury College and UVM.

TOWN MEETING DAY – It'll be streamed live in all three towns for first time, with lots of MMCTV staff on board (including 2 in Richmond, as we will work on audio with CHMS).

LPFM – Kate recommends we create a google doc with interested people's names/emails/tel. numbers, so we can reach out as we get going. She also recommends that we record people (audio or video) when they say they are excited about it, to use as a promotional piece later.

Gregg makes a motion to adjourn at 7.45. Tim Seconds it. Meeting Adourns.

MMCTV 2024 GOALS

2023 Goal

Evaluation/Notes

Outreach/Programming

More local content by volunteers/non-staff	same	invite participation from new individuals/organizations, cultivate existing
	New monthly MMCTV studio show	Need community producer to spearhead
Increase underwriting, grants & support from partners - new membership program?	More MMU sports coverage & underwriting"	MMU sports & events off the charts! Follow model of other stations where nonprofits are members or have fee for services
	Balance municipal, non-municipal efforts	Did it!
	More e-newsletters, ads, shwag, poll	Did it!
Increase visibility via communications/ads/print but also more MMCTV promos	Increase visibility (<i>including promos</i>) with special events like Halloween, TV camps/Crowdsourced Cinema/July 4 th	Did events - but can always do more. Major improvements on meeting accessibility (Youtube) & website! Hats/stickers/ads - great work in 2023.
	Boost local arts/nonprofits (e.g. new music for program guide)	Did - but can always do more,
Seek grant for camps/education	same	Workshops/camp are in demand and popular, but labor-intensive
Reboot Memory Map series	same	this is the year!
Streetcams in each town	yes	this is the year! Underhill will happen before snow melts

Tech

	Improve modular studio, despite temporary status	we are in a holding pattern due to town center vote
Try Over The Top (OTT) platform like Roku, Apple TV	same	this is the year!
Fundraise & set Groundwork for LPFM station (? FCC?)	Experiment with online radio/podcasting	If FCC approves, we need to prepare a plan, fundraise to fully support any & all LPFM spending, create new LPFM board & cultivate participation. People are interested.
Preserve/Share MMCTV Archives	From the Archives project	MMCTV efforts (about 20 in 2023) may get boost Middlebury/VAN
Upgrade equipment	same	field & post-production improvements, streaming gear

Institutional

Create a supportive & fulfilling workplace	Make most of existing staff talent & new collaborators	2023 was a good year for building (post-pandemic) a We have a great team, with numerous talented part-time hybrid & field producers & a handful of great high school & middle schoolers
Engage new volunteers	same	Not many new, though many fans
Board - new members	same	Working on it