

Mount Mansfield Community Television



Mt. Mansfield Community TV BOARD OF DIRECTORS MEETING Minutes

Mon. July 13, 2026, 5.30PM/ Hybrid

Board Present: Ted Lyman, Jay Furr, Ver (Verity) Thomson, David Weaver (online). **Board not present:** Tim Chamberlin. **Others present:** Angelike Contis, Kate Blofson, Erin Wagg.

Board Reorganization -Discussion regarding officers. ***Motion by Ver to have Jay as President, Ted as Vice President, Tim as Treasurer and new member, David, as Secretary. Seconded by Ted. Passes.***

Jay invites others to consider Presidency in future; discussion of bylaws/each members' terms. We will need to replace Ver in September, due to college; there is an MMU candidate (Ben H.)

Staff Updates – Many hybrid meetings. Tech issues in Jericho; can we simplify? Report from Ver on July 6-10th Middle School TV camp. Group screens original & students' version of Crowdsourced VT: Shrek scene. Thanks to Ver and Tegan (in from NYC) to help out with a very successful camp, which also included a daily live radio show.

It's been very busy with all these events recently: Hosting VAN annual meeting (May 1); Olympians Parade (May 27); MMU Graduation (June 13); Democratic Primary Forum (June 29); MMCTV Camp (July 6-10). Fourth July Parade (July 4). Also, radio events.

Minutes of 4/20/26 - *Motion by Ted to approve minutes. Seconded by Ver. Passes.*

Review 2nd Quarter Financials – Angelike notes awaiting reimbursement for radio purchases from State of Vermont for radio hardware (part of emergency response bill).

- Total Current Assets: \$20,000 less than in 2025. (Currently \$170,800].
- Error on Balance Sheet– only 2 Northfield CDs.
- Comcast revenue probably \$4,000 less than anticipated this year. An aside: Angelike and other VAN directors met at CCTV Burlington today with the regional Comcast legal counsel and Comcast Government relations rep., ahead of the corporation's Certificate of Public Good renewal with State of VT.
- LPFM Fundraising \$4,400. LPFM Operating expenses: \$3,364. LPFM Capital Expenses (\$11,375.69). Note we are tracking new paid time by Kate, who continues to put in volunteer hours too.

- Interest revenue higher than anticipated.
- Angelike had to take some funds out of CD (with penalty) to cover expenses.
- Spent \$15,948 in capital this year, primarily radio items.

WRUJ-LP Radio News – Kate Blofson

Busy time of year for Kate, but has been working on WRUJ fundraising & station-building. Appeals to MMCTV board members to consider who could be major donors.

- There are currently three live shows, with the programming continuing to develop (see Fridays at www.wruj.org). Kate is training 2-3 new deejays, while also developing our capacity. There are logistical challenges, so we only onboard a few at a time. Other radio stations have policies/procedures we can emulate.
- 24 Hour Vinyl Marathon (“VinyLPthon,” June 20/21) fundraiser was a success, covered by WCAX. There were some technical issues. Maybe content will be edited. On July 4th, volunteers were at Volunteers Green. We had handmade T-shirts for \$50+ donors.
- Translator window pushed back to November, so fundraising is Kate’s current focus. Community events are key.
- Kate developing capital campaign of \$25-30,000, keeping in mind our operating expenses are about \$5-6,000/year. Can each board member recommend 2-3 people in our community who we might approach to help?
- We have a mailing list and are organizing it in GiveButter.
- David ask who is a major donor. Kate believes \$1-2,000+. Major donors have been people with an interest in media as pillar of democratic society. They see our value as a key part of civic life/community. We have support from people who used to be involved in college radio. We offer a big bang for your buck; you give \$10,000 and build half of the radio station.
- Angelike adds that Kate’s work talking about WRUJ at the Jericho Block party last year led to a matching donor for the VinyLPthon.
- David notes we have a significant opportunity with the station’s launch to tell our story. He recommends transistor radios at major businesses that will turn on on launch day. We should aim for visibility, showing something being built.
- Kate has been involved in many launch parties/parades in past.
- Kate adds we are working on developing a decision-making body for WRUJ. We’ve been working on that too.
- Each board member will give Kate/Angelike with ideas of 2-3 people to contact.

Old Business (N/A)

New Business – New Branding/Messaging

Angelike and David met at DRML and discussed MMCTV's challenges in outreach, with multiple looks/logos/activities as we move from cable-only to internet and radio. David notes it's important to keep brand communication simple. It's about, like J. Bezos said, "what people say about you when you're not in the room." He challenges us to consider what our center of gravity is, what the one thing that matters most is. What do we want people to remember about us?

Motion to adjourn by David at 6.35pm. Ted seconds.