

## MMCTV 2<sup>nd</sup> Quarter Board Meeting 7/19/16

### At MMCTV

**Board:** Ron Rodjenski, Ted Lyman, Peter Wolf, Tim Chamberlin. **Visitors:** Chris Carfaro, Fisher Wagg. **Staff:** Angelike Contis, Jim Hering, Ruth Miller

**Meeting called to order 6:33**

**Chris Carfaro** – The community producer behind MMCTV calligraphy series "Inkwell Vermont" talks about starting at station by editing daughter's *Dr. Horrible* play. Then he started calligraphy show, distributed nationwide, now on episode 5. Interested in making PSA on vehicle safety.

Ron suggest Chris offer a video testimonial about MMCTV. We could use this kind of publicity (with people like Justin Lajoie too) for outreach to schools, businesses. Maybe Chris' daughter could do a kids' cooking show? We always like to build bridges to community like that.

We could record each of our community producers, in a similar testimonial series. Chris suggests an Open Studio Saturday, akin to Story Corps.

**Minutes – Motion to approve minutes of April 14, 2016 by Ted. Seconded by Tim. Passes.**

**2<sup>rd</sup> Quarter Budget** – Last time, Angelike feared we were over budget in compensation, but we are exactly half way now, due to extra pay cycle included last time. We are behind on the budgeted \$5,000 goal in fundraising/underwriting. Suggestion to include a call for donations in Comcast insert. "Donate to MMCTV. Donations are tax deductible." This could be approved if Comcast-positive.

Field producer Fisher Wagg introduced to board. Offers to help with fundraising.

Angelike approached gardening store on Rte. 15 about underwriting Two Towns Garden Tour. Could Inkwell Vermont be backed by large art supply store, which may have such underwriting budgeted to aid nonprofits?

As we are prepping for 2<sup>nd</sup> channel and possible server playback changes, we have kept year's annual expenditures down.

Fundraising suggestions include doing a PSA for ourselves for fundraising purposes and plugging this too in the bulletin board and adding a lower title on our meetings with info for donations (e.g. "We are a 501(c)3, tax deductible donations accepted"). MMCTV could do a small mailing of friends of station, but it would be advised to specify a particular *need*.

**Server Update** – Maestrovision crashing a lot lately. Company is shipping new one by Thursday and hopefully it won't have problems. MMCTV is considering other playback system options. This would be a major investment. Maestrovision would require 2 servers for 2 channels for Channel Dresser.

**Second Channel** – Angelike reviews plan to add 2<sup>nd</sup> government channel, shares proposed Comcast letter. Ron discusses "access" channels he sees in other states, with semi-commercial content. Jim envisions all local meetings on Gov. Channel, with Montpelier content on main channel. We are asking Comcast to help finance Radiant Transmitter and installation. Ron suggests we add a suggestion of a total number or percentage that Comcast would provide, based on what other Vermont channels got.

*Other letter suggested changes: DRB be spelled out; use wording "activate the reserved channel," specify exact number of years idea for 2<sup>nd</sup> channel has been on annual reports; change to "we know from our community experience" instead of "we believe."*

Channel may involve more time for Jim, but we will see when we have it. With a second channel will come a need for cross-promotion.

**Other Business** – Livestream use has picked up so now all in Richmond and once a month Underhill. We are starting Jericho soon. Should MMCTV cover Underhill DRB?

**Senior Center/Creamery Update** - Review of developments; currently Buttermilk has the option to buy Creamery. If they don't, Senior Center still owns. Seniors still need a space. MMCTV exploring space options. Discussion of old plan of expanding current space.

**Youth Activities** – We have been busy with July workshops with Our Community Cares Camp, and Jericho/Underhill Boy Scouts merit badge projects (thank you, Tim got helping). 2<sup>nd</sup> annual MMCTV TV Camp to be held July 25-29<sup>th</sup>.

**Capital Campaign** - Ron notes need to create a capital campaign – with a clear need - to invest in a better studio space. Perhaps we could raise \$100,000 for work and for 10 years, rent could be kept stable. Need for finite campaign, a committee of community and architect and consent of landowner, plus outreach. Could take 1 year or more.

**Peter motion to adjourn. Ron seconds. Meeting adjourns at 7.45**