OKEMO VALLEY TV

# Okemo Valley TV
# Board of Directors Meeting
# Tuesday, August 27, 2024, at 5:15 PM EDT

## *Minutes*

**Present:** Wendell Perkins, Robert Greenawalt, Lisa Hamm-Greenawalt, Sammy Blanchette, Patrick Cody, Executive Director, Okemo Valley TV

**Present on Zoom**: Claire McKey Berkman.

**Absent:** Stefan J. Beaumont, Newton Rose.

**Guest:** Jim Alic from the Radio Advisory Committee.

I. Call to Order / Review Agenda. Wendell Perkins called the meeting to order at 5:21 PM

II. Communications / Public Comments: There were none.

III. Review & Approve Meeting Minutes (March 13 & July 23). Bob made a motion to approve the March 13 meeting minutes, and Sammy seconded. The minutes were approved unanimously. Bob made a motion to approve the July 23 reorganizational meeting minutes, and Sammy seconded. The minutes were approved unanimously.

IV. Update on Black River Radio.

   A. Jim Alic from the Radio Advisory Committee reported. Call letters granted - WLUD, 104.7. He said this group of volunteers was exploring how to get the community more involved in picking a name for the station, which for now is being called Black River Radio, a name several Board members indicated that they liked. Jim said the station will need a logo, signage, etc. and an antennae site. American Tower controls one on South Hill on Kevin Kunz's land; he was not optimistic about the prospect of erecting a radio antenna there. He said VTEL owns a tower on Preedom, and the group is also talking to Okemo Mountain Resort and to the town about sites. Jim said the station likely would go online before getting the antenna done, though no dates have been set. He said WLUD would broadcast local music, sports, weather, ski reports, etc. It would probably have its own app and with a shareable link with the Okemo Valley TV website. Lisa asked how the station planned to fill 24 hours of programming. Jim said he is using the book "Low Power FM" as a resource with examples of what other folks have done. He mentioned that there are many local musicians that would welcome the exposure. Patrick said a lot of radio stations create playlists. Sammy said participants on his Tasty Twist podcast would probably be eager to be on the radio. Lisa asked about radio program hosts, and Jim responded that some people on the committee are interested in hosting shows. Patrick said shows could be live or recorded. Ida Mae Specker of Terrible Mountain Band has expressed interest in hosting a show.

B. Bob, who attended the last radio station meeting, expressed the following opinions:
    1. The committee lacks a leader. Patrick should not be running meetings but should step back and let community members step up.
    2. Bob felt WLUD needs a formalized implementation timeline.
    3. He also expressed the desire to see a start-up budget and annual operating budget, to find out if it is sustainable long term, and said he needs to know how the money will be raised.

C. Lisa pointed out that the Board has not approved the radio station yet, only the procurement of the license and exploration of a possible station. She said the Board of OVTV needs to decide on benchmarks and a timeline for when the Board will vote.

D. Bob also expressed a desire to see the calendar/schedule for the week.

E. Jim - who as a former senior executive at NBC has considerable media experience – suggests two ways to go about it: Either OVTV tells the radio committee what we need to know to approve it, or the committee can come back to the Board with an outline of a plan for what they can do and then. Right now it's just an ad hoc advisory committee. It needs to become an operating committee.

F. Bob says there are two deadlines – spending the ARPA money by the end of 2025, and getting the station on air in 2 ½ years.

G. Bob asked Jim to take it back to the committee and asked when they can put all the information together that was mentioned earlier. He said he's happy to continue attending their meetings as they organize.

H. Patrick said he thinks the advent of radio builds awareness of OVTV and contributes to the TV station's sustainability.

I. Lisa confirmed Jim will come every month and let us know when meetings are.

V. Director's Report.

A. Newt has been unable to complete the strategic planning process with the Board. The VT Community Foundation has a nonprofit capacity grant to hire a consultant to help; he offered to write the grant, but we haven't heard back. Wendell will reach out.

B. Former Board Member John Cama passed away last week.

C. OVTV received a $25,000 matching grant from the Vermont Arts Council for the buildout, which must be spent in the calendar year 2025. Bob, who did a tour of the building for the Building Committee, asked for a larger discussion of building to be on the agenda for next month (likely deferred to October, since Bob is traveling in September), probably totaling around $20K. We also asked the Windham Foundation for $7,500 and some others are coming up, all for the building fund. Patrick discussed also looking at business sponsorships (perhaps a new tier for businesses underwriting). Summer membership drive - the station received an anonymous gift for $1,000 by a Google employee and the company matched it.

D. Patrick wants to make a plan for the community engagement committee to meet about OVTV merchandise. Sammy's family does printing. Lisa mentioned that we need to show integrity to our code of ethics and make sure any contracts we give Sammy's family's business are fairly awarded. We need to hold a community engagement committee meeting - Lisa, Newt and Sammy are members. We also planned to invite Stefan, who has sent Patrick a list of relevant suggestions and might be a valuable committee member

E. "The Forgotten" Outdoor film event raised $1,200 for flood relief. It attracted about 60 people despite the short lead time for marketing. If the Board does more of these events, it needs to find more ways to maximize station engagement and member recruitment.

F. New website - Patrick said he hopes to launch one by the end of the year, and the Board will be invited to provide feedback before it's implemented. The current site is on an outdated Drupal platform, managed by a guy named Joe who Patrick knows, who is withdrawing from the job. Patrick is looking for a more universally used platform, such as WordPress, which Peter could create, as he operates a web business. This year we have budgeted $2,500 for a new website, and to pay a person to do it. Peter would give us a discount to $60/hr from his usual $75 rate, and thinks he can do it for $5,000. When it's in the draft stage it will be presented to us for feedback. Sammy said it should be simple and easy to navigate. Bob says search facility and accuracy are key. Patrick showed Vermont Public, KZYX Radio. Branded, clean, functional, navigable.

VI. Committee Updates.

A. Wendell said we should do a better job of committee updates. Perhaps we need a chair/spokesperson of each committee and perhaps standing meetings for some. Point Persons were assigned as follows:
   1. Bob in Building and Grounds, and Finance.
   2. Lisa – Community Engagement.
   3. Claire – Personnel.
   4. Nominations – Stefan.

B. Community Engagement: There was some discussion of having more movie screenings – perhaps outside in summer, and in the Ludlow Auditorium in winter. The committee also needs to meet to discuss memberships, Underwriting, Grants, & Merchandise Options. Lisa said there was an Okemo Valley Chamber Mixer the following night at Calcuttas, and emphasized that we should always have someone to attend these mixers and keep local businesses informed on our doings. Wendell said he would  attend with Lisa. We discussed maximizing the benefits of Chamber Membership, including getting them to do programming.

VII. Status of Strategic Planning & Options for Moving Forward – no discussion

VIII. Policy Review: Statement of Purpose, Corporate Structure, & Membership. We began going through docs updated by staff and will continue plowing through this each meeting.

A. Bob made a motion to approve changes to I. Statement of Purpose. Sammy seconded. The motion passed unanimously.

IX. Other Business - None

X. Confirm Next Meeting Date. The September Board meeting will be held on Tuesday, Sept. 24, at 5:15 PM. Lisa and Bob will not be able to attend.

XI. Adjournment. Bob made a motion to adjourn. Sammy seconded the motion. The motion passed unanimously. Wendell closed the meeting at 648 PM.

Respectfully submitted,

*Lisa Hamm-Greenawalt*
*Secretary*