Okemo Valley TV Board of Directors | July 22 2025

Board Members Present: Wendell Perkins, Stefan Beaumont, Sammy Blanchette, Trevor Barolow **Staff Present:** Patrick Cody
Board Members Absent: John Hanlon, Newt Rose, Claire McKey Berkman
Others Present: Lisa Hamm-Greenawalt

Board Reorganizational Meeting

- Call to Order at 5:30 PM
- Board members introduced themselves & welcomed new board member Trevor Barlow
- Patrick introduced several organizational documents pertaining to the Board of Directors, noting that they are all available on the website, along with other relevant Board info at okemovalley.tv/board.
- Patrick reviewed the current Board member "job description" & Officer job descriptions
- There was a discussion of Claire's Board seat, with her upcoming move & starting the graduate school program at NYU. She may end up resigning but staying involved where she can. For now, she is on the Board, with her term ending June 30, 2026.

Election of Officers:

- Stefan made motion to re-elect Wendell Perkins as President. Seconded by Sammy. All voted in favor
- Wendell nominated Stefan as Vice President. Sammy seconded. All voted in favor
- Wendell nominated Sammy as Treasurer. Trevor seconded.
- Newt appointed as Secretary (absent but confirmed) - utilizing his organizational skills and prior board experience, with plans to implement AI-assisted meeting documentation

Strategic Governance & Organizational Development:

- Board composition challenges identified with immediate recruitment needs and diversity concerns
- Loss of female representation with Claire's possible pending resignation and Lisa's departure from board, creating gender imbalance in leadership
- Discussion of expanding Board to 9 members through a bylaws revision. This would accommodate increased needs with expansion of radio and other activities
- Code of Ethics signing requirement for all board members
- Removal procedures clarified requiring three-quarter majority vote at noticed meeting for ethics violations, providing organizational protection
- Conflict of interest protocols established through ethics code pending development of formal conflict policy
- Committee leadership accountability mandated with designated chairs for each committee to eliminate operational ambiguity
- The only committee required as per By Laws is Nominating & Elections
- Possible ad hoc membership strategy developed to engage community volunteers without full board commitment, supporting recruitment pipeline
- Governance accountability framework strengthened through updated code of ethics and enforcement mechanisms

Committee Assignments:

- Board reviewed committee descriptions
- Trevor asked question about the number of committees. The idea of consolidating committees consolidation discussion was initiated due to 6 committees with only 7 board members, exploring

executive committee model for efficiency. Patrick explained the idea behind having the committees work on the “sausage making” process and finer details, which keeping Board meetings to action items & higher level discussions, which helps better manage the duration of Board meetings.

- Community Engagement Committee: Stefan (chair), Trevor, Sammy - focusing on critical outreach and fundraising initiatives. All fundraising initiatives are “all hands on deck” activities, requiring full Board involvement.
- Personnel Committee: Wendell (chair), Stefan, Claire - handling staff oversight and HR matters during staffing transitions
- Finance Committee: Sammy (chair), Trevor, Wendell - implementing monthly budget vs. actuals reporting with narrative summaries
- Building & Grounds Committee: Stefan (co-chair), Sammy (co-chair), & John - managing ongoing facility construction and contractor relationships. We will ask Claire to remain involved, even if as an ad hoc member, should she resign from the Board,
- Nominating & Elections Committee: Newt (chair), Stefan - preparing for future board recruitment needs
- Radio Committee: John (chair), Sammy, Newt - overseeing new radio station launch with ad hoc community member participation. Michelle Stinson will continue on as a co-chair along with John.

Regular Board Schedule

- Discussion about meeting during the 3rd vs the 4th week of the month. For now, the Board settled on the 3rd Tuesday of the month. The start times will be 6:00 PM to help accommodate Newt, whose work schedule often conflicts with a 5:30 start time, as well as any other Board members.

Re-Organizational meeting was then closed at 6:30PM

Regular meeting called to order at 6:30PM

Director Report

- Building construction timeline finalized with contractor schedule received and signed proposal, despite holiday period complications
- We needed to request an extension for the Vermont Arts Council “Cultural Facilities” grant, which was necessary due to the delays in the start of the construction project. We now have a timeline that shows the project is anticipated to be completed right around the New Year. The extension has been granted.
- Design work prioritization may be completed by deadline even if full construction cannot meet grant requirements
- Summer staffing management during Rebekah's maternity leave with reduced hours and coverage strategy. She will be returning back to work in mid-late August, but at part time
- Operating hours adjustment: 12:00 PM opening (vs. previous 10:00 AM) to accommodate single-person coverage model
- Willem maximized at capacity with Gavin providing additional weekend and fill-in coverage as needed
- Sarah availability for weekend work providing additional staffing flexibility during peak summer period
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Financial Report

- Wendell led a financial overview discussion. FY2025 year-end actuals will show $35,000 deficit primarily attributed to state appropriation shortfall, better than initially projected
- State funding was a lot less than projected in FY2025, which had a large negative impact on our budget. Our portion of the Statewide allocation will increase back to what we would expect.
- PEG fee revenue, which is our largest funding source, continues to decline, requiring diversified income strategies and expense management

- This fiscal year we have budgeted a small reduction in staffing 2.8 to 2.6 FTE as necessary cost containment.
- Financial reporting improvements planned including monthly budget vs. actuals with delta columns and narrative summaries for board comprehension
- Treasurer role restructured with collaborative approach to financial management and skills development
- Bookkeeping responsibilities retained by current president due to expertise and time availability, maintaining checks and balances
- Audit preparedness discussion acknowledging potential future requirements and associated costs for grant compliance
- QuickBooks training planned for treasurer and interested board members to build organizational financial capacity

Oktoberfest Fundraiser

- Lisa Hamm-Greenawalt joined the Board meeting to provide an update on the event planning with Off the Rails / Four Square Hospitality. A lengthy discussion followed. The Okemo Valley Oktoberfest will be October 4th from 12-6 PM at Off the Rails in Ludlow. This is a major new revenue stream, targeting $12,000+ in net proceeds
- Off the Rails /Foursquare is a “platinum sponsor”, providing significant in-kind support and marketing materials
- Entertainment lineup confirmed: Jenny Porter (opening), Red Daisy Revival (headliner), Wonderly's Big Top Adventures (children's activities), face painting
- Sponsorship campaign launched targeting $500-$1,000 business contributions with confirmed interest and/or commitments from several businesses already
- Food & beverage revenue sharing (50/50 split with venue) covering bratwurst, hot dogs, beer, soda with estimated 300-400 attendance goal
- Marketing timeline established requiring July 31st completion for 2-month promotional campaign across regional welcome centers and I-91 corridor
- Event logistics coordination through Community Engagement Committee with detailed operational planning
- Ticketing strategy: Eventbrite pre-sales through Okemo Valley TV account plus day-of-door sales using Square payment processing
- Vendor management: $40x20 tent rental, 2 porta-johns, tables/chairs sourced at cost-effective rates vs. luxury wedding vendors
- Volunteer coordination needed for day-of-event ticket processing and general operations support
- Budget finalization meeting scheduled for Friday at Little Mexico (at Noon) with Stefan, Trevor, Sammy, & Lisa to resolve pricing and logistics

Donor Relations & Development Program

- Donor appreciation event scheduled August 19th (5:30-6:30 PM) at Killarney Irish Pub as relationship cultivation initiative. This was a suggestion from our Community Engagement & fundraising consultant, Donna Lubrano.
- Board meeting rescheduled to accommodate donor event, moving regular August meeting to same evening after appreciation event
- Programming format: 5-minute organizational update, 5-minute testimonial by departing board member Claire, social networking with refreshments
- Cost projection: $200-300 maximum for food and beverages covering anticipated 10+ attendees from recent donor base
- Relationship building focus rather than direct fundraising, following consultant recommendations for donor stewardship best practices

- Personal outreach strategy utilizing board member connections for invitation delivery and attendance encouragement
- Mark Verepsy, owner of The Killareny, confirmed participation requiring advance notice for catering planning and space preparation
- Email invitation campaign supplemented by personal board member contacts for higher response rates
- Claire's testimonial preparation showcasing facility usage and organizational impact through personal board member experience

Email system setup needed for Oktoberfest coordination and general organizational communications
Website integration requirements for event promotion and sponsor recognition coordination with Foursquare's marketing materials

Meeting Schedule & Governance Operations

- AI-assisted meeting minutes being explored for the first time, beginning with this meeting, to support the Secretary role and improve documentation accuracy.
- Regular meeting schedule maintained on third Tuesday monthly at 6:00 PM (adjusted from 5:30 PM) to accommodate secretary availability
- Next meeting will be held immediately following the donor appreciation event on August 19th at The Killarney. The event will be from 5:30 - 6:30, with the meeting to start at 6:30.
- Hybrid meeting capability will be made available for remote board member participation during travel periodsMeeting duration target: 90 minutes maximum with committee work conducted outside regular meetings to maintain efficiency
- Committee reporting structure enhancement planned with committee chairs presenting their own reports rather than executive director consolidation
- Financial reports presentation by treasurer with narrative summaries and budget vs. actuals comparisons
- Community engagement updates by committee chair covering outreach, marketing, and fundraising initiatives
- Increased board engagement through direct committee participation and reporting responsibilities

<u>Action items</u>

- Sammy to schedule QuickBooks training meeting with Wendell within next month
- Oktoberfest planning meeting Friday at noon at Little Mexico
- Work with Ray Payne to finalize Oktoberfest budget (Lisa, Sammy, Wendell, Trevor)
- Add date stamps to all official board documents (Partick)
- Update committee job descriptions to reflect minimum of two board members instead of three (Patrick)
- Send donor appreciation event invitations with personal outreach requests to board members (Patrick)
- Sign code of ethics documents (all Board members)
- Review donor appreciation event list and personally invite known contacts (all Board memb ers)
- Adjust September board meeting to accommodate Oktoberfest timeline - date TBD

Meeting was adjourned at 7:25 PM.