Okemo Valley TV
Board of Directors Meeting
Tuesday, March 25, 2025, at 5:15 PM EDT

Minutes

Present: Wendell Perkins, Stefan J. Beaumont, Newton Rose, Claire McKey Berkman, Sammy Blanchette, Patrick Cody, Executive Director, Okemo Valley TV
Present on Zoom: Robert Greenawalt, Lisa Hamm-Greenawalt
Absent: None
Guest: Donna Lubrano, consultant

I. Call to Order / Review Agenda. Wendell Perkins called the meeting to order at 516 PM

II. Communications / Public Comments - There were none.

III. Review & Approve Meeting Minutes (Feb. 25 & March 5) -
   A. Bob made a motion to approve the Feb. 25 regular meeting minutes. Lisa seconded. The motion was approved unanimously.
   B. Bob made a motion to approve the March 5 special meeting minutes. Stefan seconded. The motion was approved unanimously.

IV. Financial Report:
   A. Patrick took us through FY2025 Budget vs Actuals.
   OPERATING INCOME: PEG funds are expected to be $10,000 light. We are underperforming in underwriting and membership contributions. The State of VT appropriation is way under projections. He said we need to become more of a fundraising organization because of various budget shortfalls.
   OPERATING EXPENSES: The station is mostly on track. Currently, we have a net operating deficit of about $20K, and will probably end the year $30K in the red. We need to pivot to fundraising and other revenue generation.
   CAPITAL INCOME AND EXPENSES. Wendell clarified that there's no deadline to spend PEG capital funds. Bob asked if we have to spend PEG funds on capital, and wants to ascertain what we are contractually obligated to spend on capital. Patrick said we file an annual report, and no one asks how we spend the money. Bob said he was concerned about operating losses going forward and will work with Wendell to figure out what those will be over the next 3-5 years. He expressed concern about the loss of revenue from Comcast of 5-8% a year. Wendell said the lack of a set formula from VAN on allocations complicates planning for fiscal 2026. Patrick suggested changing the fiscal year to Sept. 30 or the calendar year to get better numbers for planning purposes. Bob suggested sending VT a letter from the board explaining the impact this had on us. Patrick said he sent an email; Wendell concurred that the Board should draft a letter or memo saying we can't do our fiduciary responsibility without knowing what our

allocation will be. Bob and Wendell said they will work on such a communication, with involvement from Patrick.

V. Building Project Next Steps - Patrick says we could lose some of the grant work because there is a ticking clock. The grant from the Arts Council has to be completed by the end of September. The full scope of the $170K project probably needs to be modified. We need an actual floor plan. Funding requires an engineered floor plan by a certified engineer or architect, hiring a contractor, going through a bidding process. Can we just get the modified plans and hire the contractor best suited to do the work? He recommended using VIS Consultants because its owner, Mark Blanchard, is a Board member of SAPA and was a general contractor on their recent project. He can select subcontractors and present options for phases to make this economical. He's asking for $5,000 to modify the floor plans, and present options moving forward.

   A. The Rotary Club awarded us a grant for $2000 (matched by us) last year. Patrick learned today that the grant as written requires us to use the funds to help build out a podcasting studio with a sound booth, with equipment, furnishings, and fixtures in that room, with a deadline to be in use by the end of April. Patrick said we would need to spend the money and have receipts for $4K of equipment by the end of April.

      MOTION: Lisa made a motion to approve the expenditure of up to $4500 for the purchase of audio production equipment for the podcasting studio, as required by the conditions of the Ludlow Rotary Club, with a grant deadline to spend an install by April 30, 2025. Stefan seconded. The motion passed unanimously.

   B. Patrick wants money to move forward with VIS Consultant Services, Mark Blanchard, for the updated drawings, project management, and to break it into phases. Bob expressed reluctance to go forward with spending $5,000 for architectural services when we don't know the scope of the doable build-out project. Claire said it will be dead in the water with no plans. She acknowledged it's a risk but plans are necessary to do any kind of building. Patrick said we need to show what has been built, and what we are building. He said he's ok with piecemealing the project. Bob said he would prefer to know what will be spent, ask the $24,000 grant provider to address the implications if this gets scaled back, and hear from Donna about $50K. Then separate out how much money we are legally obligated to use in our cash account. He thinks we also need additional reserves if the radio station doesn't meet its yearly goals. Patrick responded that we can't get anything done without plans. Claire said there is a possibility it's a higher percentage that we would like, but without plans, we have no chance of moving forward. Stefan concurred. Patrick said that in grant apps, to be attractive, you need something new and exciting, so buildout is front and center on all grant applications and attracts funders.

      MOTION: Claire made a motion to approve spending up to $5,000 to engage with VIS Construction consultants to provide construction management services. Sammy seconded. The motion passed with 4 ayes and 2 nays.

VI. Community Engagement Committee - Donna Lubrano, consultant, said that the budget we have for her services limits her effectiveness. The OVTV board must become a revenue-generating machine to grow, and someone needs to spearhead fundraising. She said she can do Board development, getting people comfortable asking for money, taking on some sponsorship conversations, but we need to have a solid plan for going to funders to ask for grants. She can help, but needs direction. Patrick updated that he and Sammy attempted to get a meeting set up with Okemo/Vail head Bruce, but he didn't respond to repeated requests. Sammy mentioned that Vail Resorts has an Epic Promises grant program with a July 15 deadline. Donna emphasized that local fundraising is needed, and the station needs a commitment from Board members. Stefan asked Donna, since we don't have fundraising backgrounds, are there templates or resources for the board. Donna said SCORE has a wealth of professionals who could mentor us through this process. She said each member has to become skilled, brave, flexible, and persistent to become a fundraiser. In Board development, we have a strategy, and then professional development of the board in terms of asking for money. Patrick mentioned that Donna can do a Board training. She said we would do something as a group, decide who is the coordinator, and how we're going to work. She would go over stewardship, donor development, etc. So it would be a group training, then by individual. Patrick said that the nominations committee may want to add a seat or two to the board, and think about what kind of skills they should bring to the table, such as a fundraising background. Lisa noted that no one had responded to past efforts to get board members to pursue underwriting, and suggested that it might be easier to get people to invest in planning an annual big fundraising event, such as a movie festival. Wendell said that would give us good exposure and open conversations about underwriting and membership. Patrick pointed out that putting on an event takes more work than asking people for money, and a past Derby event only netted about $2,000 despite multiple hours spent planning. Sammy mentioned the importance of seasonality in scheduling, saying any event has to be done in the summer, and outside. There was also discussion of the idea of an outdoor movie series, to capitalize on the success of last summer's flood movie event. Patrick mentioned that he had been approached by FOLA volunteers who want help bringing in musicians for concerts at the Ludlow auditorium. Patrick floated the concept of merging with FOLA, saying it would provide us more opportunities and volunteers, helping them professionalize, manage that space for the town, etc. Lisa agreed that a partnership might be mutually beneficial. No decision was made.

VII. Nominating & Elections Committee Work - this was tabled till April meeting

VIII. Radio Committee Update - The next WLUD Radio meeting is Wednesday, April 2. Patrick will share running notes on radio progress.

IX. Director's Report - was sent to the Board by email.

X. Old Business
   A. Consider Adoption of Operating Policies & Procedures - this item was tabled till April.
   B. Strategic Planning - Wendell proposed making the May Board Meeting a strategic thinking meeting. May 27 is the current date; people are unavailable, so it needs to be rescheduled. Patrick will put out a Doodle for May dates to determine Board members' availability.
   C. Annual Meeting Planning - Wendell will be traveling in late June. May move to before June 20. Again, Patrick will send a Doodle poll.

XI. Other Business - none

XII. The Next Board Meeting is scheduled for Tuesday, April 22, 5:15 PM.

XIII. Adjournment. Lisa made a motion to adjourn. Claire seconded. The motion passed unanimously. Wendell adjourned the meeting at 7:06 PM.

Respectfully submitted,

Lisa Hamm-Greenawalt
Secretary