Okemo Valley TV
Board of Directors Meeting
Tuesday, November 19, 2024, at 5:15 PM EDT

Minutes

Present: Wendell Perkins, Stefan J. Beaumont, Newton Rose, Robert Greenawalt, Lisa Hamm-Greenawalt, Sammy Blanchette, Claire McKey Berkman, Patrick Cody, Executive Director, Okemo Valley TV

Present on Zoom: None

Absent: None

Guests: None

I. Call to Order / Review Agenda - Wendell called the meeting to order at 5:18 PM

II. Communications / Public Comments - No public in attendance

III. Review & Approve Meeting Minutes (August 27) - After a revision suggested by Wendell to correct the name of Windham Foundation, Bob made a motion to approve the August minutes. Stefan seconded. The motion was approved unanimously.

IV. Director's Report:

   A. Peter was part-time, and has been reduced to fill in since he began working full-time at Black River Expeditionary School. Sarah Devereaux took his P/T spot. Sara Bennett, who worked at the station last year, is also filling in. We also have a new intern from the River Valley Technical Program, Caroline Wade, which brings the station to a 2.8 staffing level.

   B. VT Covered Bridges Assn. had to become a member to get programming, and countered that we should become a member of them. The board discussed that we are already providing them with resources as in-kind donations. We need a policy that says that as a rule, Okemo Valley TV does not provide monetary donations to charitable organizations.

   C. Other items can be found in the report.

V. Community Engagement Discussion:

A. Memberships. Lisa suggested sending letters to the other churches besides the United Church of Ludlow to ask for a $100 membership if we are broadcasting their services.

B. Underwriting. We're working with Donna to update levels, and she made a list of prospects. Sammy suggested getting prospects into the studio to get them excited. An Open House had been planned next week but we dropped the ball; Stefan suggested early 2025. Sammy agreed. No date has been set. Patrick said we could, in the future, invite members to our holiday party; Claire said inviting members would be a nice perk. No decision was made.

1. To pitch to potential underwriters, the Community Engagement Committee should meet, decide on tiers, look at the potential underwriters list, and add new businesses in Ludlow such as the Blue Duck Deli, Big Pop's, Johnny's Kitchen, New England Cider Donuts, and Little Mexico. Talking points are on the underwriting web page.

2. Wendell followed up on Donna Lubrano's idea of having a matching sponsor such as Vail to ignite potential sponsor interest and support.

3. A Community Engagement Committee meeting was scheduled for Nov. 20 from 5-630 PM with Lisa, Sammy, Stefan, and Patrick.

C. End-of-year / holiday planning. We decided to hold a staff/board holiday party on Tues, Dec. 3 at a local restaurant. Lisa and Sammy will organize. Venues suggested included Kilarneys, Little Mexico, and Mojo's.

D. Okemo Chamber meetings – Lisa said people should attend these through April. She will pass Chamber e-newsletters on to the Board.

VI. Black River Radio Update - In Patrick's report. Highlights include:

A. We have a site at Okemo for the antenna, which has a limited range, but will do.

B. Bob pointed out that the Radio committee wanted the Board's approval of a proposal by Oct. 24, but more details are needed. Claire suggested we go back with the revisions we need.

C. Stefan made a motion to create a formal Radio Committee that pulls in the existing ad hoc members, one of whom will act as chair, and at least one OVTV Board member, to act as a liaison to the Board. Sammy seconded. Bob asked who would convene the committee; Patrick said Wendell has the power to assign. The Board agreed that one of the community members should chair the committee. The motion passed unanimously. Bob and Sammy volunteered to serve on the committee. Bob asked Patrick to pass this on and tell them they are responsible for convening this committee, and Sammy and Bob will attend in a liaison function.

VII. Policy Review:

A. Patrick will resend the statement of purpose and corporate structure to the Board for review. Claire is head of the personnel committee.

VIII. Other Business:

A. Newt was considering resigning because he was unable to attend meetings during warmer months, but now is able to start participating. The rest of the Board welcomed him to stay on and participate as best he can.

B. Stefan asked if there was a required minimal participation/attendance; Patrick said there was not. There was a discussion about the frequency of board meetings. Wendell suggested people should think about how we can get committees more actively engaged and discuss this in January.

C. Review committee assignments - Patrick suggests this be done at the end of every Board meeting.

D. Bob would like the Building committee on the January agenda; Claire would like the committee to meet first.

E. Patrick will send out to-do lists, & timelines to the Board.

IX. Next meeting date. The next meeting date was set for Tues., Jan. 28 at 5:15 PM.

X. Adjournment. Lisa made a motion to adjourn. Bob seconded. The motion passed unanimously. Wendell adjourned the meeting at 7:07 PM.

Respectfully submitted,

Lisa Hamm-Greenawalt
Secretary