

Okemo Valley TV
Board of Directors Meeting
Tuesday, August 19
immediately following Donor Appreciation Event at The Killarney

Minutes

Board Members Present: Wendell Perkins (President), Newton Rose (Secretary), Sammy Blanchette, Jon Hanlon

OVTV Staff Present: Patrick Cody (Executive Director)

Others Present: Jim Alec

Board Members Absent: Stefan J. Beaumont (Vice President), Claire McKey Berkman, Trevor Barlow

I. Call to Order

Wendell Perkins called the meeting to order at 7:00pm

II. Public Comments: FOLA Collaboration

- A. Jim Alec representing the Friends of the Ludlow Auditorium (FOLA) addressed the board about exploring ways the two organizations can work together in a mutually beneficial way. He shared current challenges facing FOLA including a lack of resources, a small board, and decreased attendance in public programming. In the past the organization has hosted film screenings and live events like candidate forums and concerts.
- B. Jon Hanlon asked about restrictions to using the Ludlow Auditorium. Alec responded that food and drink has not been allowed in the space during public events because of cleaning concerns. Various board members expressed the view that the town may be open to loosening restrictions.
- C. Patrick Cody suggested former OVTV President and current Town of Ludlow Select Board Member Noah Schimdt serve as liaison between FOLA, OVTV, and the Town of Ludlow to facilitate renewed use of space.
- D. Cody, Alec, and the board discussed ways for OVTV and FOLA to work together. Alec suggested that perhaps all media could be under one umbrella organization. Hanlon said that this type of arrangement would behoove OVTV. Cody followed up with the possibility that absorbing FOLA's programming could make live events the third 'spoke' to OVTV along with TV and radio.
- E. Wendell Perkins asked about FOLA's resource. Alec responded that all events have been free and the average donation for a film screening was \$5-\$8 per person. The organization's yearly income is approximately \$6,000 with \$2,000 from the Town of Ludlow and \$4,000 from fundraising.
- F. Perkins asked about FOLA's marketing of events. Alec responded that the organization places ads in the local newspaper, hangs posters, and posts information on Facebook. FOLA formally produced a monthly OVTV show about upcoming events. Patrick Cody reported that OVTV already promotes these events.

- G. Wendell Perkins asked about the Town of Ludlow's objectives to which Alec responded that the town wants the auditorium to be used and is supportive of FOLA's work.
- H. Alec thanked the board for their time and said he would leave further discussion to the board. Alec departed the meeting.

III. Other Business: Oktoberfest Fundraiser

- A. Those in attendance engaged in a robust discussion about OVTV's upcoming Oktoberfest fundraiser scheduled for Saturday, October 4 and hosted by Four Square Hospitality at Off the Rails.
- B. Jon Hanlon shared his concerns that the event is competing for sponsors and attendance with another local Oktoberfest on Saturday, October 18. Other board members listened to these concerns and provided additional context about planning the event.
- C. All board members agreed to the importance of collaboration and good faith in a small community. Board members acknowledged that the October 4 fundraiser will move forward while expressing support for an area-wide 2026 fall fundraiser with increased community engagement opportunities and awareness for other community events.

IV. Adjournment

- A. Wendell Perkins made a MOTION to adjourn the meeting; Sammy Blanchette SECONDED the motion. The motion PASSED unanimously. The meeting was adjourned at 8:08pm.

Respectfully submitted,

Newton Rose
Secretary