

**Colchester Studio Lake Champlain Access Television**  
**Meeting of the Board of Directors**  
**April 11, 2012**

**Present:** Dick Pecor, Sharon Osier, Peter Russom; Sam Conant; Kary Towne; Bob Sekerak;  
Kevin Christopher  
**Staff:** Buddy Meilleur, Rebecca Padula, Stephanie Soules; Josh Sicard  
**Guest** Mike Simoneau

**Call to order:** Dick called the meeting to order at 5:30 pm.

- 1. Approve the agenda:** Peter made the motion, Sharon second, to approve the agenda. Motion approved.
- 2. Public / Board Member / Staff Comments:** There were no comments at this time.
- 3. Approve minutes of 2/22/12:** Neil made the motion, Bob second, to approve the minutes of 2/22/12. Motion passed.
- 4. Old Business:**
  - a. 2011 Contract – Action Item: Kevin reported that we have agreed to the language of the contract verbally. He gave a brief overview of the items which had been discussed and agreed upon. The contract was available for all to review. Our attorney has reviewed it and believes it is ready for approval. Bob made the motion, Sharon second, to accept the contract as presented. Motion passed.
  - b. Alternative Funding Sources – Sam continues to gather ideas and is attending a conference run by Common Good regarding corporate underwriting.
  - c. Special Production Projects – Sam is involved in a ship restoration project in Albany and has some ideas about public relations and projects around this. Kevin talked about developing a template for big projects including the possibilities of funding sources associated with it. Stephanie is here to talk about the Colchester memories project. Neil wondered how it would work if all our towns wanted to do such a project. Stephanie reported that she had access to Colchester volunteers and resources for the project. There was no specific funding involved. How can we replicate this in other towns? How can we get them to talk with our staff about their ideas? Stephanie does feel the word is getting out due to the success of our various camps. The Board began to discuss how we might generate corporate support for some of our local projects. Neil discussed developing a diversified stream of programming. Should we consider a corporate presentation packet if we intend to larger groups and ask for underwriting support? Bob wondered how underwriting might impact the station—PSA's, commercials and such. At this point the Board decided it needs some data—what program genres is our audience looking for? Kevin will follow up to see how we can get this data.

- d. Board of Directors Restructure: Kevin presented a restructure draft and the Board discussed the options. We briefly discussed how to recruit members once we decide on a structure. Kevin listened to all the comments and based on the pros and cons of each option, will bring back a second draft next month.
  - e. Kary has been appointed to new 3 year term as Milton's educational representative. Neil's term expires 5/19/12 and he is willing to stay on the Board for the time being. Kevin will follow up on this to get the process started.
  - f. Future of Digital Media Program: Stephanie has continued to offer adult classes, although attendance is low. George Slusser is still working with the Milton Library where there are grant funds left over. There has been little content submitted to LCATV from Milton. Colchester also has some funds left over. Giselle (Colchester Library) worked with a Film Crew group and completed some projects. A Colchester group even entered a video contest. Young Producers for 8-9 year olds was a successful program run last summer through the library. One concern with the DMP is that people want to film personal events, not necessarily produce content for LCATV. As we rethink the mission and purpose of the DMP, Kevin will charge Stephanie to evaluate the current program and come up with options. The entire Board felt that Neil should be involved in this discussion as the DMP was successful in Georgia— with his leadership a video group was active, completed many projects and significant content aired on the station.
  - g. Policy #4 LCATV Programming Priorities – Revisions 2<sup>nd</sup> reading / action: After review of the policy, there was no discussion. Sam made the motion, Neil second, to approve Policy #4. Motion passed.
  - h. Assistant Production Manager Search: Kevin officially introduced Josh Sicard as our assistant production manager to the Board. Welcome, Josh !
5. **Treasurer's Report:** The March balance sheet was available for the Board to review. The total current assets are \$380,075.30 and total assets of \$482,312.52.
6. **Meet with Michael Simoneau of Geri Reilly Real Estate:** Mike was here to talk with the Board and discuss our potential move to Milton. We briefly reviewed 'where we left off' and what our needs might be in the future with regard to space, lease vs purchase and such. LCATV must have a signed contract before we can officially move forward. Both Kevin and Mike will begin getting paperwork in order to begin the real estate search in anticipation of a signed contract in the near future. Kevin will send around Mike's previous agreement to the Board for their review and would like feedback ASAP. Kevin, Sam, Dick and Bob volunteered to be part of a committee to be available to visit potential properties once we have an agreement in place.
7. **Miscellaneous:** Dick reminded us that we would need to consider a 3<sup>rd</sup> channel. If we pick up 1,000 consumers, we will need more air time. Kevin reported on some of the top web views for January: Fairfax school board meeting; BFA PSA; North Hero School Budget.
8. **New Business:**

- a. Staff performance training: The Board supported Kevin attending the Alliance for Community Media conference in Chicago this summer. Sam talked about continuing education opportunities—Common Good is an organization which offers training for non profits throughout Vermont. He has attended some, found them to be of high quality and encourages staff to attend.
- b. Additional staff position: As we expand our service territory, will we need additional staff? Do we have enough staff to cover meetings and events? The plan is to prioritize events and use staff most efficiently. Kevin will let the Board know when he feels additional staff is needed.
- c. Regular Board Meeting Schedule: There is no regular night that works for everyone. For now, Kevin will continue to use meeting wizard to schedule meetings. We will continue to see if we can come up with a solution.
- d. Board Retreat: We may consider a summer retreat to do some long-range planning and discuss recruiting new board members.

**9. Future Agenda Items:**

- a. Access Orientation: Board members should consider taking this course so we will understand what we expect from the public.
- b. VAN meeting: Kevin reported that it will be held at LCATV station on May 4<sup>th</sup>. Agenda will be going out soon. RSVP as space is limited

**10. Executive Session:** At 7:40 Sam made the motion, Kary second, to enter Executive Session for personnel issues. B uddy Meilleur was invited into Executive Session. At 7:45, Same made the motion, Kary second, to exit Executive Session. No action taken as a result of Executive Session.

**11. Adjournment:** At 7:46 pm, Sam made the motion, Kary second, to adjourn the meeting. Motion passed.

Respectfully submitted,

Kary Towne  
Secretary