

**MCCI Board Meeting Minutes**  
**January 16, 2013 - 6:00 PM - MCTV Studio**

Present:      Mik (prez)  AnneH (trez)  KristiB (clez)  
               MikeL  DonnaF  CKelly  Veronica  
Staff:        Dean  Cindy  Owen  
Guests: \_\_\_\_\_

Opened meeting at 6:10 PM

1. Approve minutes: made some typo cx and approved. Cindy to modify Ann's name to have an "e"
2. Treasurer / Business report
  - Capital balance: Not available, treasurer absent
  - Reviewed bookkeeping and payroll costs versus services received and whether to seek new help
  - Lack of information about Health Reimbursement Account
3. MCTV Business
  - Staff Report: new switcher installed, Mik asked can we install microphones that can be permanently plugged in to the mounts? Mac was dying and was under warranty so it was repaired.

**Personnel:** Staff needs information about benefits on a more complete and frequent basis. Staff needs a copy of current personnel policies. Staff wants reports with each paycheck/stub stating our remaining time earned for floating holidays, vacation, sick and personal time.

**Underwriting:** list was given to Board along with underwriting information. Board asked to select 3 businesses to contact. Only 2 Board members volunteered. Make PSA. Make sponsor button on home page of website. Make time to meet about fundraising.

**Increased Programming and Community Development:** Increase our local programming through a trial period of MCTV-produced shows accompanied by intensive outreach to involved town departments and organizations. Goal is to recruit underwriters, more use of our services, recruit board members, and increased viewing of MCTV. Viewer opinion survey clearly showed a desire for more of this kind of programming. Allot some of currently scheduled staff time for outreach, filming and production, possibly to be accompanied by stipends for volunteers willing to undergo further training. Owen's time in filming local community events including sports, quick shots and longer pieces on-site, as well as in-house news programs, would increase to an average of 5 hours per month in filming and approximately 15 hours in production for a total of an average of 20 hours per month. Cindy would develop a monthly itinerary, meeting with organizations and town departments, setting up work with staff, and following up with possible underwriting or other partnership opportunities.

Possible programs:
    - High School Sports Games—Booster Club
    - Chat with the Selectboard feature
    - Police—Quick Shots

- Fire Dept—on site shoots
- Library
- Disc. Ctr.
- Parks and Rec
- Shea
- GSB
- others (Riverculture, schools, etc.)

**Board approved trial of this program.**

**Need to promote viewing more: Facebook**

**Archiving has been done.**

4. MCCI Business

- ❑ Date of Soapbox Derby: Sunday, September 15? Discussed some of the rationale for doing the Derby, whether it is a fundraiser, the amount of staff time that goes into it. Mik would like to do it and is willing to commit the time to doing it. He thinks this year could garner more participants. Dean proposes that we be the vendor of food so we can make money from it. **Board approved Derby happening on Sunday September 15 with staff time sequestered to their normal job descriptions.**
- ❑ 2013 Budget: Need to revise Tech Coordinator hours as they do not reflect the current allotment which is an average of 28 hours per week and also there's a substantial amount of fundraising required by the budget. **Motion to approve Budget voted down. Need to ask Veronica to revise. Did not address "Vote on pay raises" component.**
- ❑ CAC Update / Comcast Renewal: CAC wants a Board member at their meeting. CAC will ask to see our bank sheets, budget, and so on because Comcast can take advantage of towns that are not managing their contracts in a way that they approve of.
- ❑ EDIC: Proposal Addendum handed out by Mik. Mik reviewed their requirements and highlighted sections, made comments to give to MEDIC tomorrow. We understand that this is an important piece of property, we will follow local codes, the 512 plan and the downtown plan but not agree to their current requirements in the LDA. Kristi has not found a sample document to use as a template for a lease for the MBA but can work some more on it. EDIC Meeting Jan. 17 at 5:30. Mik will attend and note our problems with the LDA, tell them we will not sign it, go over things that need to be amended. **Motion made to approve Mik's language and support Mik in presenting it to EDIC. Board approved motion.**
- ❑ Quarterly Reports, Annual Report, etc: We need the financials, Cindy will contact Veronica and Didi. Programming hours have not been generated because there's a technical problem from the Telvue end. Maybe we will get a new server out of this.
- ❑ Policy Docs update: Personnel Policies that Kristi has look fine to her; there are a couple of questions and formatting that needs to be done. Station Manual and Policies and Procedures—no one has a copy, only Anne has a marked up copy of that.

5. Upcoming events committed to by MCTV:

- ❑ Not discussed

6. Other items

- April Annual meeting—Mik will step down as President, Kristi is considering stepping off the Board, Anne is stepping off. Need to recruit more Board members.

7. Reminders

- Next Board meetings:
  - i. February
  - ii. March
  - iii. April
  - iv. May
- Fundraising / Sponsorship Committee: noted that we need to meet or devote a whole Board meeting to this topic.

Closed meeting at 7:46 PM