

LCTV Board of Directors Meeting

Thursday, May 12, 2011

In Attendance

Bristol: Dave Svens, Russ Lane
Damariscotta: Laurel Cooley, Julie Clark, Ann Pinkham
Newcastle: Martha Frink, Chris Doherty
Nobleboro: John Emerson
Waldoboro: Alan Lowe, Hans Nicolaison
Wiscasset:
Station Mgr: Mary Ellen Crowley

Excused

Susan Bickford
Barbara Johnson, Bobby Whear
Jack Swanton, Sean Rafter, Steve Wallace

Quorum. The President declared that a quorum was present.

Introduction of Visitor. Gary Getchell of Dresden attended the Board meeting as an observer. He was active in a local television station in Cape Cod and he retired 10 years ago. Board members introduced themselves and welcomed him to join the Board as a Dresden representative.

Minutes of Last Meeting. Motion passed to accept the Secretary's April 14, 2011 minutes as amended and emailed. The minutes will be sent to each of the towns in the franchise area.

<u>Treasurer's Report.</u> As of May 1, 2011:	Checking account	\$11,371,20
	CD	\$ 2,500.00

Jack distributed current copies of our Balance Sheet by email and reported that it shows we are nicely solvent. He said that when the current round of town meetings is over we will have a complete picture of our actual income. He also distributed a Profit and Loss Budget vs. Actual which shows expenses this fiscal year (since July 1, 2010) compared against our budget for the whole year. He called our attention to donations that are above expectations. Town assessments are running about as expected. Total Income has almost reached the yearly estimate, with 2 more months to go. Building and Grounds Expenses are about on track and Equipment Expenses are only a little over half. All other expenses are under control and within budget (even electricity, which was a concern). In short, so far in fiscal year 2010-11 we have accomplished much, but have not spent lots of unbudgeted money. Obviously we have hours and hours of volunteer labor to thank for that.

Technology Committee Report (Jack, Dave, Alan). Jack reported that again this month others on the committee have contributed far more than he, and the studio is drawing near readiness. He suggested that perhaps it is time for me to committee chair reins to Dave or Alan.

He also reported that the equipment promised by last month's visitor, Bob Boling of RBL Engineering in Los Angeles, has arrived, and Dave showed the equipment to us. Mary Ellen will send a formal thank you to Bob. Dave reported that we need extension cords for the lights, and John outlined the work that still needs to be done: skim coats, painting and cleanup.

Station Manager's Report (Mary Ellen).

Government: A big thank you to Chris for taping the Newcastle selectboard meetings.

Classes: Dave continues to give instruction in editing. He also worked with Chris Doherty to set up a recording package for the Newcastle government meetings.

Facilities: Lisa West donated her time and labor to clean up the wooded area around the building and John Emerson transplanted forsythia and daffodils from the back lot to the front. Looks great - thanks to both of you!

Studio this close to being done. In fact, it might already be done as I write this. I'm sure Dave, John and Alan will fill us in.

Programming Policy: Worked with Julie to finalize latest draft.

Website: Created an auction page and added a link to it from home page.

Public: Received a \$50 donation from the Bristol Consolidated Schools Boosters Club for "recording diversity program." Although I appreciate any donation, I am troubled that they think the program was taped by LCTV. At the start of the program the MC thanked LCTV for recording the show. I suggest that it be made clear, whenever possible, that the person doing the taping deserves the credit, not LCTV.

Signed up The Fish Ladder Restoration Committee as a bulletin board user.

Televised Auction

- Talked to Tidewater Telecom who agrees to donate 4 extra phone lines and service for the July 30 show. Talked to Steve O'Bryan who agreed to help us with the inside work. Please bring in phones and headsets so we can figure out the best ones to use.
- We will also need 5 laptops for the auction show. If you have an extra or can bear to part with yours for the day, it will be much appreciated.
- Have been working with Dave and Laurel on backdrop for set for the auction. We thought we would blow up a modified auction flyer (just "LCTV CHANNEL 7" in the top section and "AUCTION" spelled out like it is) to fit the wall, but turns out not so easy to do and cost is at least \$260 for one - we wanted three of them. Exploring other options such as large monitor, green screen and painting it ourselves. Other ideas welcome. Want to get this done as soon as possible for use in pre-taped events for the show.
- Charity Auctions Today has offered to give us the "branding" part of the software/service package for free. That brings the cost down to \$500.
- I've only received two logos from companies donating items. I hope more are to follow. If the board approves the Charity Auctions Today expenditure, I will immediately start loading in the items. Need pictures and descriptions and, if possible, it's best if those come directly from the contributor. Preview begins June 1, only three weeks away.
- Lee Arnott is working on a couple of auction promos and should have them done in a few days.

Series Shows:

Newcastle Selectboard - Chris Doherty

View Change (community activities around the world) - Link TV

Tapping Into His Treasures - BJ Peres (from Warren, show sponsored by Waldoboro resident)

One-Time Shows:

Maine Migrant Health Problems - Gorham Community Access TV

Arthur Webster Unplugged - Lee Arnott
Lincoln County Animal Shelter - Lee Arnott
Jeff Rojo Unplugged - Lee Arnott
Conversations with Ruth - Lee Arnott
Lincoln Academy Variety Show - Susan Bickford
Karl's Kids - Dave Svens, with Alan Lowe and John Emerson
Newcastle Public Hearing - Design/Review of Annual Budget - Chris Doherty
Bristol Consolidated Schools Diversity 2011 - Dave Svens
GSB Band - Spring Concert - Ann Pinkham

Bulletin Board, Promos and PSAs

Damariscotta Fire Department Open House

(above are only what I have posted - does not include user postings)

Public Relations Report (Laurel).

- Laurel mentioned an upcoming press release regarding the Studio Remodeling. She also mentioned that we may want to think about special signage during the July 30 Televised Auction. She also distributed more Televised Auction flyers to the Board for distribution around the area.
- Ann and John congratulated Laurel on her work in public relations for LCTV. Martha said her work is very affirming, and Mary Ellen remarked on her incredible stamina.
- Discussion was held regarding the public relations benefit of joining the local Chamber of Commerce, and a motion passed for LCTV to join the Chamber at a cost not to exceed \$200. It was mentioned that we could sponsor an After Hours meeting at the station.
- The Board also discussed the possibility of presenting the station to local teachers at the beginning of the school year. It may be good to invite a technology teacher to a board meeting. Laurel suggested that we identify each school's specific needs so we can target them more efficiently. We generally agreed that having a closer alliance with the schools would be a favorable outcome and will revisit this idea after the Televised Auction.

Over the course of the last month, Laurel handled the following:

Press Releases:

- (1) *LCTV Televised Auction Seeks Area Business Support*, sent to Lincoln County News and Wiscasset Newspaper
- (2) *Newcastle Board of Directors Appoint Chris Doherty To LCTV Board of Directors*, sent to Lincoln County News, Wiscasset Newspaper and Coastal Journal. [This article also highlights the studio upgrade, the July 30 auction, and current board vacancies.]

Online/Televised Auction:

- Developed auction brochure content with Mary Ellen and printed brochure copies for distribution to board.
- Supplied 500 copies of 4-color event flyer. Donation committee members and other solicitors received copies. Arrangements for posting flyers throughout broadcast area by June 15 are being made.
- Event information continues to be posted at websites.
- Four event slides were posted on the Bulletin Board.

Contact with Organizations: Spoke with

- (1) Andrew Fenniman, Lincoln County Community Theatre director, and will send a general brochure and more information to him.

(2) Mary Benner and Chris Roberts, Damariscotta-area Boy Scout troop leaders, about LCTV as well as the Cinematography Badge and a possible community service fit with LCTV.

Programming Guidelines. Mary Ellen and Julie presented the revised Guidelines for review by the Board. Motion passed to accept them as written. Mary Ellen said she wanted to begin an orientation course for new producers and would include the Guidelines as part of the course. The Guidelines (as revised) will be posted on the website.

Community Television Association of Maine (CTAM) Meeting on June 28. Mary Ellen reported that she spoke to Tony Vigue from CTAM about the upcoming annual meeting we're hosting. He expects 20-25 people and will be receiving official RSVP's soon. Mary Ellen said the barbeque is set up and Barbara will handle the desserts. We will discuss the particulars of the event at our June meeting concerning parking, potluck food and salads, paper goods, etc.

Televised Auction. Mary Ellen advised the Board members to send item descriptions and a brief description of the business to her for input into the software program. She said that Steve O'Bryan is donating service on telephone wiring and Tidewater is donating the phone lines for the auction. She said that LCTV will be responsible for payments, and we will accept checks and PayPal. Mary Ellen presented information about *Charity Auctions Today* to the Board and has been promised a discount. The Board indicated their support (by email) for the purchase of the software and an official motion passed at the meeting to invest in the software. Martha asked that we track expenses and income from the Auction on a separate line of the budget, and Mary Ellen agreed to do this.

Future Meetings. Another meeting is scheduled for **Thursday, June 2**, at 5:00 pm to discuss the Televised Auction in detail. The next regularly scheduled Board meeting will be held on **Thursday, June 9th, 2011, at 5:00** at the LCTV studio at 29 Sheepscot Road in Newcastle.

Motion passed to adjourn the meeting at 6:25 p.m.

Respectfully submitted,

Julie Clark

LCTV Secretary