

LCTV Board of Directors Meeting
Thursday, June 9, 2011

In Attendance

Bristol: Dave Sven
Damariscotta: Laurel Cooley, Julie Clark, Ann Pinkham
Newcastle: Martha Frink
Nobleboro: John Emerson
Waldoboro: Alan Lowe, Hans Nicolaison
Wiscasset: Jack Swanton, Sean Rafter
Station Mgr: Mary Ellen Crowley

Excused

Russ Lane
Chris Doherty, Susan Bickford
Barbara Johnson, Bobby Whear
Steve Wallace

Quorum. The President declared that a quorum was present.

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

Treasurer's Report (Jack)

Town meetings in Newcastle and Damariscotta's are scheduled for next week, so we will know how much funding we'll be getting from the Towns by the end of June, and Jack will present an end of the fiscal year accounting at the July meeting.

As of June 1, 2011:	Checking account	\$ 17,681.71
	CD	\$ 2,500.00

Technology Committee Report (Dave, Jack, Alan)

Studio renovations have progressed nicely with the "End of the Tunnel" in sight! Recently completed work includes installation of two hinged end panels on the studio background and installation of electrical cords to the lighting grid. Through the remote lighting panel we now have eight channels of fully dimmable lighting. We have also installed an amplifier (borrowed from Dave) and a speaker that allows the director to make announcements to the studio and also provides for playing certain audio clips (show intros, etc.) in the studio for talent to hear.

Jack will be installing new software on the video switcher which he says will make the switcher more versatile and easier to use. We hope that will be completed this week.

We are now in cleanup mode in preparation for cleaning and waxing the floor and we should be pretty much ready to go. We are tentatively looking at beginning taping talent segments for the auction the week of June 13th.

We purchased five Sennheiser headphones for a great price. They will be used mainly for use with field cameras but also can be used in-studio as well.

Once again, thanks to Alan, John, Jack and Nick for their many hours devoted to the studio project.

Station Manager's Report (Mary Ellen)

Facilities

Time to:

1. Mow the lawn - John was going to ask Kyle if he would oblige
2. Clean interior - Ann and Karen O'Bryan are tackling this job as I write. John said he would take the junk on the back table to the dump. Carl Truhel will be in to wash and wax the floors the weekend of June 18.
3. Figure out what's going on with outdoor lights - on all the time or won't come on. I'll ask Steve O'Bryan if he can help us out with this.

Website

Created links on most pages to the auction site

Updated Training & Classes page to reflect individual classes

Created a page to acknowledge auction contributors. They are in alphabetical order. Do we want to publish it now or wait until we have all items? You can see it by going to www.lctv.org/auction.html

I will link it via "This auction made possible through donations from members of our incredibly generous community" by adding "- click here to see who they are"

Although the Damariscotta Selectmen April 8 meeting still holds the record for most number of plays, plays for other productions are up quite a bit –

Bristol Diversity = 182

Damariscotta Board of Selectmen April 20 = 133

Nobleboro vs Thomaston Boy's Basketball Championship - 72

Waldoboro Public Forum of March 2 = 49

Lincoln Academy Variety Show = 48

Pemaquid Beach Area with Sherley Geyer = 39

GSB v. St. George Girl's Basketball Championship = 36

Our total visits to website are down by 12.24% from previous 30 day period, but average time spent on site is up 4.44%. Considering how busy everyone gets this time of year and considering the extraordinary traffic generated by that Damariscotta meeting, we are doing good.

Public

Karol Clark, a member of the Damariscotta Baptist Church, contacted LCTV about broadcasting their services on LCTV. At my request, Dave graciously agreed to attend a Mission Outreach meeting on May 17 to advise them on what they would need in terms of equipment to tape their services for airing on LCTV.

Gary Getchell suggests that LCTV set up a display table at Dresden's Summerfest held in mid July (16th?) on the grounds of the Pownalborough Court House. Gary also suggested that "on-camera interviews at the event with both town leaders and townspeople would be a great 'foot-in-the-door' opportunity." I'm going to send out an invite to producers to see if anyone is interested in taping. Anyone on the board interested in manning a table?

Televised Auction

Still need phones, headsets and laptops. Please let me know if you have one or some you can spare.

Now have total of 90 items to auction off with a total retail value of close to \$6000- good start! Goal is 200 items or \$10,000 retail.

I've done more reading on online auctions and determined that I needed to raise the starting minimum

bid to between 30-50% of the retail value. Most items now start at 30%.

I also adjusted beginning dates and times for either July 1 at 02:00MDT - July 30 at 20:00MDT or July 30 at 12:00MDT - July 30 at 20:00MDT. At some point we will have to determine an end time for each item, but can't do that until we know the total amount of items.

On July 30, "boards" (groups of five - ten items) will be displayed with an end time for the group. If we have 120 items to auction off during an eight hour show, we might want to have 12 boards of 10 items each that we will display and talk about at least 30 minutes of each hour with end times spaced out at two hour intervals - 4p, 6p, 8p, 10p. This means 30 items need a 4p end time, 30 items need a 6p end time, etc.

I'm waiting on a response from WSBE (public broadcast station) in Rhode Island about the need to have some items have a bidding start time the day of the show. They've been doing an online auction for 10 years - they had 7000 items this year!

Lee Arnott made a couple of excellent promos for the auction that are or will be running on the bulletin board. Thank you, Lee!

CTAM Meeting

Tony Vigue says to expect between 20-25 people. So far, two people have contacted us to say they will attend. Tony also advised that CTAM will help us with food costs. Nice surprise!

Government

Met with Westport Island Selectmen about placing LCTV request for funding on their town warrant this year. They declined to do so, but when I suggested we do more outreach in Westport Island to improve our chances for next year, Jerry Bodmer offered to get me contact names for two groups he thought might be interested in taking advantage of what LCTV offers.

I attended the Edgcomb Annual Town Meeting and answered lots of excellent questions they had about LCTV; the townsfolk voted to approve our request for funding.

In speaking to Gary Getchell from Dresden about getting financial support from the town, he indicated that we need to apply for funding from the Recreational Committee rather than ask to be put on the warrant. I hope to work with Gary on a presentation for the Dresden Selectmen to consider this.

Equipment

Dave found a great deal on Sennheiser headsets - five for \$110 - so I bought them. Invaluable for field work.

The LCD monitor attached to broadcast system servers died, so bought a new 22" one for \$120. It will replace the one attached to the PC we use for editing and we will attach that one to the broadcasting servers.

One-Time Shows

Maine Photography Show 2011 - Peggy Powis

Angus King Speaks in Damariscotta - Michael Christopher

Lincoln County Animal Shelter, May 2011 - Lee Arnott

LePage and Staff at Lincoln Academy - Michael Christopher

GSB Chorus Spring Concert - Ann Pinkham

Waldoboro Candidates Night - Mary Ellen Crowley

Waldoboro Public Hearing on Budget, May 24, 2011 - Town of Waldoboro

Medomak Middle School Public Speaking 2011 - Dan Thompkins, teacher at the school

Thayer Symphony Orchestra Spring Concert with Umi Garrett - FATV, requested by Dave Svens

Damariscotta/Newcastle Memorial Day Parade - Mary Ellen Crowley

Young at Heart promo - Young at Heart (Carol Teel)
Installing a Package of Honeybees into a Hive - Liam Dookie Ducharme

Bulletin Board, Promos and PSAs

Elder Abuse PSA - New Hope for Women
Puffin Sunset Cruise - Pemaquid Watershed
Maine Equine Super Showdeo - Maine Barrel Racing Association
(submitted by member Harry Lewis of Wiscasset)

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

Public Relations Committee Report (Laurel)

Press Releases

“Conversations with Ruth” Is LCTV’s Pick of the Month [This release was also sent to and is posted on the Maine Arts Commission website, press release page.]

LCTV Cable Channel 7 Launches Online Auction

Sent Available Video on Demand (VOD) Select Board and Budget Committee meetings statement to Lincoln County News as filler.

LCTV Is the Community’s Local Window

Online/Televised Auction

Emailed an invitation to Don Carrigan [WSCH 6] and Togus to attend and emcee on July 30.

Oliver’s Print Shop supplied two double-sided street signs.

Event information is being submitted to and/or updated at online community websites or print media.

Revised and posted Community Bulletin Board slides

Organizations Contact

Greg Latimer, Lincoln County News e-edition and online news coordinator, will discuss LCTV–LCN linkage with Mary Ellen.

Recommended LCTV as a course site, subject to eligibility provisions, to the Coastal Senior College planning committee.

Pumpkinfest Planning Committee contacted LCTV requesting discussions about pending high speed internet connection at Lincoln Theater and use of multiple webcams. This invitation represents potential opportunities for live broadcasts from outside LCTV. Mary Ellen and Dave will update us at a later time.

LCTV Branding and Logo

For branding, including future fundraiser, grant writing and other communications use, LCTV should develop a stationary system and an id system (concerned with logo management). Discussions about the LCTV logo (status quo, refinement or redo) are also resurfacing. I will turn over some logo materials to Mary Ellen in the event the board wants to discuss these topics in the fall.

Community Television Association of Maine (CTAM) Meeting on June 28

The Board discussed the details of the barbeque including who would make what dishes, bring tables & chairs, paper goods, etc. We will need to be set up by 5:30 on the 28th. John offered to cover any additional costs not covered by CTAM.

Televised Auction.

Mary Ellen said that Lee asked a reporter from the Boothbay Register to do a story on the LCTV auction and he indicated he would, and Laurel said she got us in the July issue of *The Scene*.

Mary Ellen reminded Board members to ask community members if they want to appear on the televised auction and give the information to Julie. As Talent Coordinator, she will contact them and schedule them for pre-taping.

Martha volunteered to handle the thank you notecards to participants in the Auction for tax purposes.

Mary Ellen advised the Board that June 28th is the cutoff date for all solicitations.

There was some discussion of using the screen graphic from the flyer to appear behind the emcee during the Auction.

Mary Ellen asked 40 non-profits to participate in the Auction.

Martha volunteered to donate a big coffee urn for the day of the Auction.

Election of Officers. Motion passed to elect the following slate of officers for the 2011-2012 fiscal year:

President: John Emerson
Vice President: Alan Lowe
Treasurer: Jack Swanton
Secretary: Julie Clark

Resignation of Director. Martha Frink announced her resignation from the Board stating that she was being pulled in too many directions all at once. John thanked her for her service and praised her hard work. Martha said she would recruit someone from Newcastle to replace her and she will help with the Auction. Thank you for everything Martha!

Future Meetings. We will host the CTAM Meeting on Tuesday, **June 28 at 5:30**. The next regularly scheduled Board meeting will be held on **Thursday, July 14 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