

NOTICE: I found mention of the Chamber of Commerce membership inside the Public Relations Report of the May minutes. So I deleted the Chamber of Commerce section from the July meeting. Also, Laurel made changes to the School section.

LCTV Board of Directors Meeting  
Thursday, July 14, 2011

In Attendance

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

Excused

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

Quorum.

The President declared that a quorum was present.

Minutes of Last Meeting.

Motion passed to accept the Secretary's June 9, 2011 minutes as amended and emailed. The minutes will be sent to each of the Towns in the franchise area.

~~Chamber of Commerce Membership.~~

~~— Ann noticed that our decision to join the Chamber did not appear in the minutes, and Julie confirmed that discussion was held in May and a motion passed at that time but was inadvertently omitted from the minutes. Further discussion on this matter involved only the question of whether our membership might be prorated if the membership was based on the calendar year. Mary Ellen will check on this.~~

~~— Motion passed to accept an amendment to the May 12, 2011 minutes which was inadvertently omitted:~~

~~*Motion passed to join the Chamber of Commerce provided that the cost does not exceed \$200. The Station Manager will take care of this.*~~

End of the Fiscal Year Treasurer's Report (Jack).

- Our balance sheet shows that we have enough funds on hand to weather through lean periods, and while we could perhaps put some of this into another CD, the interest rates are still so low as it is hardly worth the effort.
- Two versions of our Profit & Loss (P&L) report were provided to the Board by email, so you can see at a glance what happened last fiscal year and also see the breakdown within each category.

Also provided by email was a report comparing the last two fiscal years was created. In it you can see how we have grown in just one year. Not only were we able to provide our station manager 50% more income (still very small), we were able to almost double our investment in our equipment and studio, plus we spent over \$1000 promoting our place in the community.

- Last fiscal year was clearly a big step towards our bold new place in the lives of Lincoln County. This next year promises to continue this trend, for as the station manager's report shows, there'll be a \$13,000 increase in income from town assessments alone. Add to this the proceeds from our upcoming auction, and we should have the resources to move ever closer to realizing our full potential.
- Clearly all our hard work is paying off. Congratulations everyone.
- Motion passed to form a committee to work on operating budget for fiscal year 2012. John, Jack, Ann and Mary Ellen volunteered to meet on Aug. 8 at 4:30 to discuss the budget.
- As of June 30, LCTV had \$15,710.20 in the checking account and a \$2,500 CD.

#### Tech Committee Report (Dave).

- Much has happened since our last report a month ago. Most notably, the extensive studio renovation project is finally paying dividends. Beginning June 20 we began taping segments with musicians, artists and others, including donors to our auction. These segments will be used throughout the auction broadcast on July 30. Generally, it has gone well. We have gotten very positive comments from virtually all our participants. Some of the musicians have expressed interest in coming back in the future to do performances on LCTV. Special kudos to Alan Lowe for his assistance in taping these segments. Whether interviewing guests or helping with setups, his help was/is invaluable.
- Shortcomings? Our concerns about the age of our studio cameras (17 years) were confirmed. Most notably the tendency of them to "drift" and not hold settings of focus, iris, etc. proved very frustrating. Replacement should probably be a top priority. Most of our lights are "band lights" (on loan from Art Mayers) and although serviceable, are not designed for TV work.
- As Mary Ellen noted in her report, we have purchased some much needed audio equipment. This includes a new audio mixing board for the studio, 5 studio microphones, 2 professional wireless mics (mainly for field use) and boom mic stands. This is a great start toward bringing LCTV up to current standards.
- Jack is bringing the switcher up to date with new software and we should be "good to go" for the auction.
- We have also formatted a 1TB hard drive for use with the editing PC. (The PC is grossly underpowered and needs to be replaced as well).

#### Public Relations Committee Report (Laurel).

##### Press Releases:

- LCTV Opens Renovated Studio Space
- LCTV Auction Hits High Gear
- LCTV Hosts Community Association Meeting
- LCTV's July Pick Is "A Real Honey"
- LCTV Live Auction Set for July 30 [Will be distributed to extended media list approx. July 20-22.]

##### Community Bulletin Board:

- Posted a donor towns thank-you slide.

- Online/Televised Auction
- Revised and posted Community Bulletin Board slides.

#### Auction:

- Promotion emails were sent to several databases.
- Print flyers were posted in Bristol, Dresden and Edgecomb.
- Newcastle Square Realty Rentals will receive flyers for renter packets and for office display.
- Through arrangements by Lee Arnott, Mary Ellen and me, LCTV- and auction-focused articles by staff reporters were printed in Wiscasset Newspaper, Boothbay Register and Village Soup.
- Because the LCTV auction display ad scheduled for Lincoln County Magazine's July issue was omitted, Greg Latimer and Chris Roberts offered to run auction filler ads in July issues of Lincoln County News. Greg Latimer continues to post the auction banner as a Lincoln County News e-edition link. A purchased ad listing donation items will run in the July 14 issue of Lincoln County News.

#### Station Manager's Report (Mary Ellen).

#### Facilities:

- Lawn was mowed by Karen and Steve O'Bryan. It will need another mow by next week. I'll have John ask Kyle.
- Ann and Karen did their usual thorough cleaning job on the station before the CTAM meeting. Dave neatened up the studio, I neatened up my area, Carl Truhel stripped and waxed the floor, and John made a dump run. The place looks great!

#### Website:

- The exit rate on the home page is up 55% from last month. I'm interpreting this to mean people are going there and clicking on the link to the auction.
- Total number of visits is down by 6.64%. It's summertime.

#### Public:

- Laurel and I agreed to table the Dresden Summerfest, but it doesn't appear they are having one this year.
- Getting more calls from viewers notifying me of problems they've seen with shows. This is good!

#### Televised Auction:

- Still need phones, headsets and laptops. Please let me know if you have one or some you can spare.
- I gave an interview about the auction to reporter Andy Benore of Village Soup and reporter Susan Johns of the Wiscasset News/Boothbay Register which appeared in the June 30 editions of their papers.
- As of July 12, we have a total of 172 items with a retail value of \$11,283.10 - wow! We exceeded our retail value goal with less than our item # goal, so please stop collecting items. Big group pat on back!
- It's day 12 of the auction - 27 bidders have bid on 72 items for a total of \$1221.00. We are adding about \$100 a day in bids and from what I've been told, most of the bids come in the last day. I think we are doing well.
- I compiled boards for Charity Auctions to produce web pages that we will be able to televise. There are four boards with an average of 8.5 items per board that will close out every two hours. Julie has done a great job scheduling people for pre-taping. Dave, with Alan as interviewer when

needed, have taped 16 individuals or groups and have 18 more to go. We figure we have plenty for the show, so will have to regretfully decline any more. Maybe next year!

- Dave is spending lots of time editing to make sure everyone looks good.
- We still have to "write" the show and make arrangements for readers, MC's, people to answer the phones, camera people and people to show off items. Please send contact info for people interested in working on the show to Julie so she can schedule them.
- We also need someone to take charge of items - matching them up with the winning bidder - and collecting money from the people who come to the studio to pay and pickup their item on the day of the auction and on August 3 and 5.

#### CTAM Meeting:

We had about 25 people attend the CTAM meeting. The BBQ was a big hit! Thank you to everyone who made food, supplied beverages, tables, coolers, etc. and helped set up and tear down.

#### Equipment:

- With Dave's help, I purchased \$2000 worth of badly needed audio equipment for field and studio. We could still use a few items in that department, but it looks like the proceeds from the auction will be going toward cameras and a computer for editing.
- Goals are being met!

#### Government:

- I've filled in for Chris to tape two Newcastle Selectboard meetings and for Alex to tape two Wiscasset Selectboard meetings plus one more in July. Also taped the Waldoboro Special Town Meeting to address eight items that had failed in the referendum style town meeting in June. Meeting ran 5 hours; I ran out of tape after four hours.
- Financial support from the towns for our FY 2012 was better than it has ever been with eight of the ten towns providing funding. Of those eight, six approved the amount we requested (they are starred in the list below), thereby contributing their fair share.

Alna	1,085.00*
Bristol	8,000.00*
Damariscotta	5,884.00*
Dresden	0.00
Edgecomb	1,718.00*
Newcastle	4,480.00*
Nobleboro	2,458.62
Waldoboro	11,301.00*
Westport Island	0.00
Wiscasset	<u>5,000.00</u>
Total	\$39,926.62

#### Archived Documents

Laurel reported that she has been in contact with Barbara Johnson who will be releasing archived documentation to be kept at the Station from now on. John said he would pick up the documents and has encouraged Barbara to continue to gather clippings and other information about LCTV.

### Intellectual Property

Laurel raised the issue of intellectual property which should be mentioned and perhaps stressed to those people who take classes at LCTV, making sure they realize that each person is the owner of the work they produce. Mary Ellen said she would make sure this is a part of the orientation process.

### Schools

**Laurel and Ann led a discussion about the importance of connecting with schools in the area to let them know that we offer classes at the Station and to promote receiving classroom, special projects and events programming for broadcast on channel 7.**

~~Laurel and Ann led a discussion about the importance of connecting with schools in the area and letting them know that we offer classes at the Station or write a grant to get cameras into classrooms. Mary Ellen pointed out that we are not in the business of providing cameras to classrooms but we can certainly offer this Station for students' use. Ann and Laurel agreed to make a connection with AOS 93 regarding a presentation at the beginning of the school year. We will revisit this issue at our next meeting.~~

### Inventory and Security

Ann suggested that since we are adding new equipment it would be a good time to work on the official inventory with pictures, serial numbers, and replacement value info. She also suggested that we beef up security at the Station. Dave had already volunteered to handle the inventory, and Jack suggested we store the list in the cloud. Sean said he knew of a low-cost motion detector that wouldn't break the budget. We will revisit this issue at our next meeting.

### Auction

There was some discussion about signage and the rules surrounding placement at a certain distance from the road. Mary Ellen will find out what the exact rules are. Jack offered to put another sign in Wiscasset. Mary Ellen said the phone lines were going in on July 19 and we will do a run-through on Sat. July 23. She offered an air conditioner with a fan for the day of the Auction. Rising Tide is catering the event.

### Future Meetings

Committee work on operating budget for fiscal year 2012 is set for Aug. 8 at 4:30 -- John, Jack, Ann and Mary Ellen. The next regularly scheduled Board meeting will be held on Thursday, August 11 at 5:00 at the LCTV Studio at 29 Sheepscot Road in Newcastle.

Motion passed to adjourn the meeting at 6:15 p.m.

Respectfully submitted,  
Julie Clark  
LCTV Secretary