

## LCTV Board of Directors Meeting

Thursday, September 8, 2011

### In Attendance

Bristol:

Damariscotta: Laurel Cooley, Julie Clark, Ann Pinkham

Newcastle: Chris Doherty, Susan Bickford

Nobleboro: John Emerson

Waldoboro: Alan Lowe

Wiscasset: Jack Swanton

Station Mgr: Mary Ellen Crowley

### Excused

Barbara Johnson, Bobby Whear

Hans Nicolaison

Sean Rafter, Steve Wallace

**Quorum.** The President declared that a quorum was present.

### **Lincoln County Business Network presentation.**

Representatives of Lincoln County Business Network made a presentation about the Network, and the Board generally concluded that we would not benefit by joining the Network since it is primarily for building community awareness of for profit businesses but that LCTV could be helpful to the Network through the bulletin board, by sponsoring shows, and by taping their events for broadcast.

### **Minutes of Last Meeting.**

Motion passed to accept the Secretary's August 11, 2011 minutes as amended and emailed. The minutes will be sent to each of the Towns in the franchise area.

### **Treasurer's Report (Jack)**

As of August 31, LCTV had \$12,031.39 in the checking account and a \$2,500 CD. Jack reported that we have enough to cover expenses through the end of the year when we expect to receive income from the Towns.

**Northeast Alliance Community Media Video Contest.** LCTV has the children/youth category of videos to judge. Susan and Julie volunteered to be judges. Mary Ellen will be the coordinator. Lee Arnott will also judge. It needs to be completed by the end of September.

**Auction.** The Board discussed the auction in general, and members made suggestions for next year. Topics included:

- Either be online OR on television, not both.
- Eliminate call-in bids
- Timing issues: perhaps have the auction between Thanksgiving and Christmas, but get the donations in Spring
- Same date every year
- Run the auction boards on television all week
- Have non-profits do a separate show
- Use a crawl when entertainment is on
- Reconsider minimum bids and increments
- Deliver thank you/receipts when accepting the donations

## **Public Relations Report (Laurel)**

### Press Releases

- "LCTV's Video-On-Demand Takes Off"
- "LCTV Announces Expanded Hours"
- "Want To Be A Producer?" [Television production classes/orientation sessions announcement]

### Slides

Two slides, aligned with television production classes/orientation sessions, were posted and will run through October 31.

### Correspondence

Emailed LCTV brochure and bulletin board information to Anne Stires, co-founder of Juniper Hill School for Place-Based Education, located in Alna.

### Signage

Oliver's Print Shop produced a laminated LCTV sign, listing towns served. The sign will be used at the Pownalborough Court House (Dresden) celebration on September 10 and at future events in which LCTV participates.

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

### Facilities:

Station weathered Irene pretty well. Lost power twice and had to go out the night of the storm to reset the Leightronix Pro router - gee, a generator would be nice. Cleared driveway of big branches, but yard could use a raking.

### Website:

Updated home page with new hours. Also updated Training and Class page with info on Orientation class being offered on Saturday, September 17.

### Government:

I taped Bristol selectboard meeting on August 24 and talked to them about getting volunteer. I urged them to do everything they could to get a volunteer and told them LCTV is actively looking for someone to replace Dave, but that I would tape the meetings until they found someone. They put a notice in LCN and I made a TV bulletin.

Met with Alex Diamond to get to root of audio problems in the meeting room at the Wiscasset Town offices. We figured it out and I wrote up a suggested fix for the Wiscasset selectboard to consider.

### Public:

I spoke at the August 16 Wiscasset selectboard meeting regarding a resident's request for the town to remove the franchise fees from their contract with TW. The resident argued that the franchise fee was an unfair tax on cable subscribers. I stressed the fact that despite the "pass

through", the fee is levied on Time Warner for use of the town's infrastructure and is a business expense for TW as are employee salaries, advertising, etc. I also told the board that Time Warner will charge what the market will bear; within a year or two of eliminating the franchise fee, those "savings" would disappear. One selectwoman summarized by saying, "So Time Warner will be getting the money instead of the town". Bingo! The consensus of the board was to take no action at the present time.

We added three new users to bulletin board - Waldoboro Fire Dept, Town of Edgecomb, and Masons of Maine.

Laurel, Susan, Julie and I will be tabling the Pownalborough 250th event this Saturday, September 10. In addition to brochures, sign up sheets for the orientation class and email list, will also have a camcorder for attendees to use to tape a few minutes of the festivities to create a video collage of the day's events.

The Auction Numbers:

Brought in \$5553.50, spent \$1307.36 = \$4246.14 net.

Equipment:

Fixed problem with Leightronix Pro router - requires a "clear" after every power loss. Gee, a generator would be nice.

Purchased an internal DVD burner with lightscribe - SONY OPTIARC - from Newegg for \$18.99. Instead of our satellite bill going from \$360 to \$540 a year, it's going to be \$396. Persistence pays off!

Assistant Manager Position

I put help wanted ad for the part time position in LCN, Wiscasset News and Boothbay Register. As of this writing, I received an email from a person with excellent qualifications and am in the process of setting up an interview.

Mary Ellen asked the Board for guidelines in hiring an Assistant Station Manager.

***Motion passed authorizing Mary Ellen to hire and supervise the Assistant Manager.***

**Conflict of Interest.** Laurel and Ann presented possible changes to the Bylaws for review. After some discussion regarding wording, it was decided that we will revisit this issue at the October meeting.

**Next Meeting**

The next regularly scheduled Board meeting will be held on Thursday, October 13<sup>th</sup> at 5:00 at the LCTV Studio at 29 Sheepscoot Road in Newcastle.

Motion passed to adjourn the meeting at 6:45 p.m.

Respectfully submitted,

*Julie Clark*

Julie Clark, Secretary of LCTV