

LCTV Board of Directors Meeting
Thursday, March 8, 2012

Present: Alex Diamond, Chris Doherty, John Emerson, Alan Lowe, Hans Nicolaisen, Jack Swanton, Ken Smith, Julie Clark and Mary Ellen Crowley (Station Manager)

Quorum. The President declared that a quorum was present.

Minutes of Last Meeting

Motion passed to accept the Secretary's February 9, 2012 minutes as amended and emailed. The minutes will be sent to the Towns.

Treasurer's Report (Jack)

Our checking account balance as of February 29, 2012 was \$38,497.06.

Jack distributed a Profit & Loss Budget vs. Actual showing the percentage of the budget that has been allocated, and a Balance Sheet for review and discussion.

Station Manager's Report (Mary Ellen)

Government

- All towns, except for Westport Island, have now received a request for funding letter with accompanying financial reports and our annual report.
- Bristol's Select Board and Budget Committee unanimously recommended to the voters our funding request. They have also budgeted funds to equip their town hall with recording equipment. The Bristol annual town meeting is on March 13 and I plan on attending.
- I addressed the Wiscasset Select Board at their meeting of February 7, regarding our request for money from the PEG grant they received in 2004; they voted unanimously to give us \$13,000 from that grant. Money received and deposited, and a new account, entitled "Capital", created in QuickBooks.
- The Town of Newcastle awarded LCTV, Mary Ellen Crowley and Christopher Doherty, with their 2012 Spirit of America Tribute, given to organizations and individuals in recognition of their contributions to community service and volunteerism.
- I have ordered equipment to install recording equipment in the Newcastle town hall and meeting room at the fire station.
- Karen and Steve O'Bryan and I investigated the cause of a "banging" noise on Damariscotta recordings; it was due to a wobbly table and a loss of a mic "foot". Easy fix - took off one of the other "feet" on the mic so it would sit flat on the table.
- A "boom-boom" noise is occurring in Waldoboro videos; Nick and Liam, Waldoboro's admin assistant, discovered that putting a potholder under the mic bases eliminates the sound.
- Wrote to Shelley Winchenbach, the Time Warner Government rep, asking her for the Franchise Fee reports for 2011. After three emails, received reply that she had asked the Syracuse office for them, but hadn't received them. I told her I would check back in a month.
- I filled in for Alex to tape Wiscasset Select Board meetings while he was vacationing in frigid southwest France.

Public:

- Spectrum Generations' "Lunch and Learn" DVDs cannot be read by our computer DVD reader, so I spent some time with their producer to figure out a solution. Also advised that they need to put titles and credits on the shows. Myriad technical and financial obstacles, but in the end it was decided to tape with a flip camera and use one of the laptops for editing and burning DVDs. I offered instruction in editing if needed.

Equipment:

- Purchased two hard sided cases to house/transport the Canon XL2s. Purchased a laptop, primarily for use by the LCTV board secretary, but if she or he doesn't need it, it is available for use by any board member.
- After repeated attempts to speak to Richard Kim, the "boss" at Hanmi Enterprises, the company that sold us the defective cameras, I composed and sent (certified mail) a demand letter for a return of our money. Letter is attached. Unfortunately, I have not heard back from Mr. Kim, so it looks like we should consider filing a Small Claim suit. Jack said he would ask his friend Bob (from L.A.) to represent LCTV in small claims court.

Website/Social Media:

- Did some cleaning up/updating on website. Asked board members for bio and pics for Volunteer page; only three people responded - come on, guys!
- Ken Smith couldn't wait until the next board meeting to declare himself as a director and got right to work on the LCTV Facebook page. If you haven't seen it, go to: <http://www.facebook.com/pages/LCTV-Channel-7/301634933230799>. Lots of activity! It has garnered us 50 "likes" for our website so far - a nice start!

Shows:

- We now have three weekly shows produced locally - "Wuzzup", "Maine Music" and "Spectrum Generations' Lunch and Learn." I think this is fantastic!
- Glenna Pennell, the producer for "Word of God", a requested show LCTV has been airing for several years, moved to Texas with her husband and informed me that the new pastor of their church will not be taping the services. The show aired for the last time on February 26.

One Time Shows:

Bristol Budget Meeting, February 13, 2012 (Town of Bristol)
Bristol Budget Meeting, February 14, 2012 (Town of Bristol)
LCHA - Civil War Photos of Maine with Earle Shattleworth (Jack Swanton)
LCHA - Neal Dow, 19th Century Portland Mayor & Prohibitionist (Jack Swanton)
LCHA - Live Yankees, The Sewalls and Their Ships (Jack Swanton)
Lincoln County Community Resource Meeting (Lisa Garman and Mary Ellen Crowley)

Series:

Spectrum Generations Lunch and Learn

Bulletins, Psalms, Promos:

Watershed Kids Nature Camp (Pemaquid Watershed)
Waldoboro Food Pantry Closed Due to Storm
Baked Bean Supper (Lincoln County Division 1 Ancient Order of Hibernians)

(above are just my BB posts, do not include other user posts)

Technology and Youth Report (KJ)

Not much to report this month on the technology front. Classes are still going well. We've added 2 new students and a new addition to the Tuesday night Maine Music crew.

Public Relations Report (Julie)

I'm still getting up to speed with these new responsibilities, but with Mary Ellen's help, I'm getting in the groove.

- *Alex Diamond Joins LCTV Board* -- Lincoln County News

- Letter to the Editor: *What's the Big Deal about LCTV?* -- Lincoln County News
- *LCTV Receives \$13,000 from Wiscasset Capital Grant* -- Lincoln County News and Wiscasset News.
- *Putting the Public in Public Access* -- Lincoln County News

Mary Ellen suggested that press releases be sent on a regular basis to Coastal Journal and Free Press, in addition to the Lincoln County Press and Wiscasset papers. She also suggested that the pieces be sent to the directors prior to distribution.

Social Media Policy & Procedure

The board briefly discussed the importance and potential need for a policy regarding social media, i.e., giving credit to the producers since they own the content. Mary Ellen will research social media guidelines for presentation at the April meeting.

LCTV Logo

Ken suggested we run a design contest to update the logo. He will distribute the challenge to local artists and students and will coordinate publicity with Julie.

Formation of Fundraising Committees

Alex commented that we are all responsible for fundraising and questioned the responsibilities of a committee. Julie outlined the advantages of having a committee do preliminary work to facilitate delegation at the next meeting.

Committees will meet before the next meeting to organize and will make a presentation at the April meeting. Mary Ellen will provide advice and assistance as needed.

1. Grant Research Committee. Mary Ellen distributed a list of equipment and facility needs to guide this committee. Chair: Ken. Members: Alex and Nic (Steve?)
2. Sponsorship Committee. Chair: John. Members: Ken and Chris (Ann?)
3. Auction Committees. Alan, Jack and Julie

Next Meeting

The next regularly scheduled Board meeting will be held on Thursday, April 12th 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

Secretary of LCTV