

FINAL DRAFT

LCTV Board of Directors Meeting

Thursday, April 12, 2012

Present: Ann Pinkham Chris Doherty, John Emerson, Alan Lowe, Alex Diamond, Julie Clark and Mary Ellen Crowley-Station Manager
Also present: Lee Arnott, of Newcastle

Quorum

The President declared that a quorum was present.

President's Statement

John spoke to the Board concerning the appearance of the studio. He stated that LCTV credits Ivan Flye (through his hard work and dedication) as the reason we have public access in the area and Sam Pennington for the donation which enabled us to set up our present media center, and as stewards of the property, it is our obligation to keep it presentable. He suggested that we remove all unwanted electronics and clean the facility. The Board discussed steps to be taken in this regard. First, we must identify the electronic equipment that can be disposed of. Alan, Lee, John, Chris and Alex volunteered to come in on Saturday morning with Mary Ellen to move the equipment to a dumpster donated by Chris. Chris will take it to the dump. Ann volunteered to clean the facility with the help of Karen O'Bryan. Alex suggested that the next step would be to sketch out a work flow plan and then build it out. We briefly discussed whether to use cubicles, shelving, or moveable editing suites. Alan said he would pick up the curtains being donated by the Lincoln Theater. The curtains need to be cut and prepared for hanging in the studio for soundproofing.

Minutes of Last Meeting

Ann made a motion to accept the Secretary's March 8, 2012 minutes as amended and emailed. Alex seconded the motion. The minutes will be sent to the Towns.

Treasurer's Report (Jack)

Our checking account balance as of April 1, 2012 was \$31,692.49.

Jack being out of town, Mary Ellen spoke about the budget. She announced that we can't spend any money that isn't already budgeted or we will go over budget.

Station Manager's Report (Mary Ellen)

Government

- Alna and Bristol voted to give LCTV the funds requested. Nobleboro stuck to giving us 90% of their franchise fees. I don't have the dollar amount for that yet, but am certain it will be under their share of the LCTV budget.
- I met with John Spear, the new town manager for Waldoboro, to give him a condensed history of LCTV and to discuss the funding formula we devised for the towns. Unfortunately, I was unable to persuade him to reinstate the full amount of our request in his budget proposal.
- Also met with Matt Lucas, the new town manager for Damariscotta, to inform him of same.
- I presented our request for funding in person in Newcastle, Waldoboro, Wiscasset. Waldoboro's town manager recommended a 5% decrease from the amount requested for all community service organizations. The select board voted unanimously for the decrease. A

motion was made by the budget committee to give LCTV the full amount requested, but failed 5-4. The budget committee ended up recommending the 5% decrease which amounts to \$556.00 less than what was requested.

- Wiscasset town manager recommended \$7,000 for LCTV - our request is for \$9,623. The amount that will appear on the Wiscasset town warrant will be determined this week. I don't know what the Newcastle select board and finance committee are recommending for an amount on their town warrant.
- Damariscotta did not ask LCTV to present to the select board and budget committee this year.
- Chris and I started the installation of recording equipment in the Newcastle town hall.
- Still waiting on Franchise Fee reports for 2011 from Shelley Winchenbach, the Time Warner Government rep. I sent another request.
- I taped the Bristol Town meeting, a public hearing they had on the proposed Pre-K program and a Special Town Meeting to revote the school budget.

Public

- Skidompha Library has had no success in getting a volunteer to tape their Chats with Champions lecture series, so asked if we might be able to find someone to do it. The production team of Caren Clark and Holly Haining of Waldoboro have agreed to do so. I look forward to seeing the first in the series, taped on April 4.
- I updated the Appearance Release Form to include internet. Language - "Producer may use, and authorize others to use the Video, any portions thereof and the Recording in all markets, manner, formats and media, whether now known or hereafter developed, throughout the world, in perpetuity." - and posted it on the LCTV Policies page.

Facility

- Ken Smith brought in Brian Howe, an expert in audio recording, to give us advice on improving the sound in the studio. Brian recommended quieting down the room by installing sound absorbing material. Ken suggested ceiling tiles, but the Lincoln County Community Theater offered us some stage curtains they won't use, so I accepted. John said he would pick up the curtains. We will have to put some work into it - make three 20' x 6' from one 20' x 18' curtain – but it won't cost us anything besides a \$10 grommet kit and will also provide us with a backdrop.
- We are also looking for rug(s) for the floor and two small upholstered chairs (for a 2nd set). Once we have everything installed, Brian has offered to come back and help us determine if we need more or less or need to move the material around for optimal sound quality.
- Spring cleaning time! We need to get rid of the junk and reorganize the work space. Volunteers?

Equipment

- On the advice of Brian Howe, an expert in audio recording, I purchased a set of monitor speakers and amplifier to help audio techs get the sound right when using the studio. The speakers need to be mounted properly. Will be part of the reorganization mentioned above.

Website/Social Media

- I uploaded our 2012 Annual Report, Operating Budget for FY2012, Proposed Budget for FY2013 and Funding Formula for FY2013 to the Policies page on the LCTV website.
- I did some research on social media policy and will present findings to the board for discussion at the May 10 meeting.

Grants

- Steve O'Bryan sent me a list of grants to explore that may fund the downstream keyer. I will present these to the grant committee when it meets.

Finances

- Quarterly Federal tax reports (941) filed and taxes paid
- All monies that were in QuickBooks "Miscellaneous Account" have been transferred to appropriate accounts

Technology Report

Mary Ellen updated the Board on some of the student projects. Jack Peters joined the class that is working on the music show.

Public Relations

Julie resigned her position from PR and Lee Arnott volunteered to take on this responsibility. She plans to do a weekly column and interview Alan regarding the music show.

Alex suggested that we make a newsletter for the Towns that would highlight the people who are involved in classes or are doing work for LCTV. He suggested that we make a hard copy and email a copy to each Town. Chris informed the Board that Newcastle invites committee chairs to speak before their meetings, and it would be a good opportunity to build a relationship with the Towns that isn't entirely focused on soliciting funds.

Ann suggested that Mary Ellen should continue including a line about VOD to the TV schedule she submits to Lincoln County News, and Mary Ellen said she would.

Mary Ellen will check with Lincoln County News on the cost of an ad on their website. Ann reminded the Board that we should inform the public that they don't need to have cable to see LCTV.

Youth Connection

KJ has been instrumental in getting young people into the studio. Ann and Laurel had approached the schools last August trying to get the information to teachers and students. It would be good to get young people to do the filming of government meetings as part of their government class, for example. Julie suggested that we need to make very specific requests if we want to get teachers on board.

Sponsorships

The brochure needs to be redone, and Lee volunteered to create a brochure. The Board discussed offering different levels of sponsorship and what those levels might consist of.

Grant Research

The Board discussed grant writing at length. Nic had emailed that he thought the first step is to prioritize our needs to streamline the process toward specific items, and he suggested that upgrading the parking lot should be a top priority. Many board members have some information on this topic but feel that they need to be better informed. Ann said she would ask the grant writer at Miles for information. She and Laurel had tried to get information from a local attorney but could not gain access to the information they needed. Chris expressed an interest in this topic and will join the committee.

Auction

Julie reported that the committee did not meet. She questioned whether the Board was really interested in doing another Auction, and if so, choosing the date is of primary importance so that advertising could be done. She suggested that perhaps the Board needs to take another vote on this.

Next Meeting

The next regularly scheduled Board meeting will be held on Thursday, May 10th at 5:00 at the LCTV Studio at 29 Sheepscoot Road in Newcastle.

Motion passed to adjourn the meeting at 6:40 p.m.

Respectfully submitted,

Secretary of LCTV