

LCTV Board of Directors Meeting
Thursday, May 10, 2012

Minutes

Present: Ann Pinkham, Chris Doherty, John Emerson, Alan Lowe, Alex Diamond, Julie Clark, and Jack Swanton; **Guest:** Lee Arnott, Wiscasset; **Excused:** Mary Ellen Crowley

Quorum

The President declared that a quorum was present. The Station Manager excused due to illness.

General Information

Resignations accepted from Steve Wallace and Julie Clark during the past month. Thank you to the volunteers who worked to clear the studio of extraneous equipment last month. The curtain donated by the Lincoln Theatre is hanging in the studio and needs to be cut in half, cleaned, and have more grommets added for hanging. It is hoped that this will add some additional soundproofing in the studio.

Minutes of Last Meeting

Motion and a second to accept the Secretary's April 12, 2012, minutes as amended and emailed. Vote passed to accept the minutes. The minutes will be sent to the Towns.

Treasurer's Report (Jack)

The checking/savings account balance as of May 9, 2012, is \$27,117.87. Jack explained that we are at 83% of total budget used for this FY. \$49,000 was budgeted and we have used \$40,000 to date so we are looking good at this time. The \$3,700.00 budgeted as income from Grants and Sponsorships is still at zero. Jack urged us to be thinking about next year's budget prior to July 1st and the items that we wish to include. Jack suggested that we carry over any unused budgeted money items to next year's accounts to build up some reserve.

Equipment Discussion for Taping in Waldoboro: Nick has asked us to discuss housing any extra equipment in Waldoboro to save driving to the station in Newcastle to pick up. Consensus was that it is a good idea; problem is that we do not have any extra equipment and perhaps as we are financially capable to purchase more equipment that this should be done in the future.

Discussion: Concerned about educating the public about the money each municipality receives Time Warner Cable fees. There is misunderstanding about how much money each Town receives. The Wiscasset Budget Committee voted against any money for LCTV and our Board feels that we need to continue educating the general public. The Wiscasset Selectmen continue to support LCTV's requests.

Action: Educate the public via a letter to Editor to the local newspapers; Jack Swanton volunteered to compose and send a letter to the newspapers. Follow up at the June meeting.

Station Manager's Report April/May 2012(Mary Ellen)

Government

Installation of recording equipment for Newcastle Town Office meeting room is complete. The first use of it will be for recording the Newcastle Select Board meeting on May 14. Chris will also tape the meeting as he has been doing, just in case there are any problems. I have two switchers on back order from B&H video; one for the Newcastle Fire Station installation and one for the Bristol Town Office installation.

Wiscasset Select Board voted unanimously to support \$7,000 funding for LCTV; the Wiscasset Budget Committee voted unanimously against it.

Still waiting on Franchise Fee reports for 2011 from Shelley Winchenbach, the Time Warner Government rep. I will send another request; the 4th one.

Public

In the last 30 days, LCTV received five separate requests, from organizations and individuals, for a videographer. I'm happy to report that four of the five got taped. The fifth request is for an event in July; it's a little early to expect anyone to commit to taping it, so I'll send out the request to all producers about 30 days prior.

Added Coastal Senior College and Waldoboro Business Association to Bulletin Board Users

Facility

- The demolition crew of Arnott, Crowley, Diamond, Doherty, Emerson and Lowe, worked together for about two hours on April 10 and made a big dent in removing unwanted items from the station.
- KJ spent a quiet evening (no students) straightening up the equipment cabinet and the cables on the pegboards, removing unwanted items in the process.
- All the other cabinets need the same treatment, including moving all paper history, financials, brochures, manuals, etc. to the file cabinet.
- KJ and I drew up floor plans for organizing the control room/broadcasting/administration/editingbay/instruction/storage side of the station. We got together and went over the pros and cons of the designs and I modified mine to include some of KJ's ideas. You can see this version at www.floorplanner.com, user name: travelmaryellen@gmail.com, password: puffypuff. Double click on the image of the room under "recent Projects" to view – don't forget to check it out in 3D!
- Ann Pinkham and Karen O'Bryan have volunteered to come in and give the place a good cleaning.
- Time for spring-cleaning of grounds, too. Lisa West and family has done this for us before; I'd

like to hire her to do it again unless people want to volunteer to do it.

Equipment

- Purchased XLR cables, cable ties
- KJ fixed the Canon Optima's tape cartridge loader

Sponsorship Program

- Ann and I met to discuss changes to the LCTV Sponsorship Program. See separate attachment for proposed text. Once approved, I'll work with Lee Arnott on designing the brochure which will include pictures of slides, web links, etc.

Press Releases

- Lee Arnott had two releases printed, one on Maine Music and the other on VOD. A third will be coming out shortly on taking classes at LCTV and a fourth is in the works about volunteering

New Programming, March 8-May 10

One Time Shows:

- Bristol Annual Town Meeting, March 13, 2012 (Town of Bristol & Mary Ellen Crowley)
- Alna Annual Town Meeting, March 17, 2012 (Mary Ellen Crowley)
- Newcastle Select Board, Finance Committee and Non-Profits, March 20, 2012 (Town of Newcastle and Chris Doherty)
- You Wanted to Be a Farmer (PegMedia)
- Boat Building in South Bristol (Ned Lightner)
- Mark and Tims Energy Saving Odyssey (Mark Kuzio)
- Liberty or Lies - Conservative Talk Radio in Milwaukee Wisconsin (PegMedia)
- Twin Villages Downtown Alliance Forum (Lee Arnott)
- Bristol Public Hearing on Public Pre-K Program (Town of Bristol & Mary Ellen Crowley)
- Bristol Special Town Meeting (Town of Bristol & Mary Ellen Crowley)
- This Issue - A Play (requested show, produced by Bruce Gagnon at Harpswell Community TV)
- The Maine Photography Show 2012 (PegMedia)

Series:

- Hanging Around the Fishing Hole (Ned Lightner, Belfast)
- I Can Be Me (Children's programming from Ned Lightner, Belfast)

Bulletins, Psas, Promos:

- Courtesy Boat Inspectors (Pemaquid Watershed)
- Barn Sale (Pemaquid Watershed)
- (above are just my BB posts, does not include other user posts)

Education & Tech Report (KJ Flewelling)

- Autumn Beaudoin (LCTV student & student at Lincoln Academy) is applying to film school!
- Eric Snyder & Janine Parziale are heading up an interesting live web stream project in association with project puffin and we've found them volunteers from Lincoln Academy to help run the remote cameras.
- We are looking to create a list of possible student pools to drum up more high school and middle school student interest in LCTV as well as more adult volunteers and adult class participants for the spring / summer months

- Would like to have the board have a further discussion on how LCTV gets volunteers to shoot local events and if there could be a tie in to those who take classes to be responsible for possibly one "volunteer" shoot a month or every two weeks as part of their camera work / editing instruction
- Maine Music has graduated and moved on to a new night - new night TBD!
- **Discussion:** How to involve trained students to tape when requested. Felt that a list-- clearing house--of volunteers should be organized. Maybe videotaping should be included as part of the training program. Suggestion that perhaps formalizing more – awarding certificates, requiring one taping a month. Certification for studio work only and additional in the field. Perhaps different levels of certification?
- **Action: John Emerson to speak with KJ about formalizing the process and requiring students to produce/tape once they have been trained. F/U at June meeting**

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Floor Plan- Teaching Area:

Board Discussion: Both KJ and Mary Ellen provided the Board with designs for the work flow in the teaching area and control room. It was the Board's consensus that the plan designed by KJ seemed to be a better one and less costly in the long run. This leaves the center of the room for set up of a table and chairs for meetings and also the teacher can stand in the center of the room and keep track of what each student is doing. Seemed to be a better set up for teaching. Ann Pinkham requested that whatever was done for tables/desks for the computers that we need adjustable chairs for each work station in order to make us ergonomically in tune and try to avoid any long-term injuries for those using the work stations.

Water Cooler and Water Problems: Board's consensus is that we should have good drinking water available. Also, we should investigate the cost of a water filter system.

Action: John to F/U on the costs of both a water cooler and filtering system and report at June meeting.

Action: John Emerson to follow up with KJ about necessary equipment and cost estimates for his plan. Include adjustable chairs for each work station. F/U at June meeting with some kind of timeline.

Public Relations Report

Lee Arnott has written two articles and forwarded them to the local newspapers. She intends to continue this work and submit a couple of articles each month. Great job and kudos to Lee!

Discussion Items

Use of e-mail – move to June meeting

Floor Plan – Board discussed and recorded after KJ’s report – F/U at next meeting

Training curriculum discussion below KJ’s report – F/U at next meeting

Marketing Plan beyond press releases; June agenda item

Logo Contest – June agenda item

Sponsorship - Ann distributed the first draft of a possible Sponsorship program.

Action: Board members will review and discuss at the next meeting when Mary Ellen is present.

Follow Up Discussion: June meeting

Grant Research Committee – no report; discuss at **June** meeting

On-line Auction: Possibly, in November; discuss at **June** meeting.

Use of studio: Mon and Tuesday are evenings when KJ works and teaches classes. Wednesday night a group of musicians utilizes the studio for practice. KJ’s first class wishes to do some production shows on Wednesdays. There is a conflict with 2 groups wanting to use the studio at the same time. **Board’s Suggestion:** Ask Wednesday night music makers to come in later (7:30) to use the studio. If not, then music group needs to pick another night to practice. Alan will follow up with Art Mayers and report to the Board at the **June** meeting.

Employees’ Job Descriptions and Performance

Discussion: If we wish to provide raises, we probably should be doing some type of evaluations

Consensus was to review Performance evaluation forms and Jack is to forward samples to Board Members for review

Action: Further discussion needed and a committee needed for completing reviews

F/U: **June** meeting

The next regularly scheduled Board meeting will be held on Thursday, June 14, at 5 p.m. at the LCTV studio at 29 Sheepscot Road in Newcastle.

Motion to adjourn at 6:30 p.m.

Respectfully submitted,

Ann Pinkham

Secretary Pro Tem for LCTV