

## **Catamount Access Television Corporation**

Board of Directors Meeting Minutes

Monday, August 22, 2022

- 1. Alex Burke convened the meeting via video conference at 4:01pm with the following members present; Tim Scoggins, Greg Van Houten, Marcia Noyes, Sarah Krinsky, Dan Cross, Lisa Byer – Executive Director. Dave LaChance was absent.**
- 2. APPROVAL OF MINUTES:** Alex Burke asked for approval of the June 27, 2022, Board Minutes.

**MOTION: GREG VAN HOUTEN MOVED TO APPROVE THE MINUTES OF THE JUNE 27, 2022; BOARD MEETING AS PRESENTED. SARAH KRINSKY SECONDED THE MOTION. ALL MEMBERS VOTED IN FAVOR AND THE MOTION PASSED.**

- 3. FINANCE REPORT:** Lisa presented the finance report for June and July. She answered questions from the board.
- 4. BUDGET PRESENTATION:** Lisa presented the draft budget proposal for the board's review prior to a vote to approve in September. There was discussion regarding ways to capitalize on our savings. There was also discussion of the anticipated drop in cable subscribers and how that will affect our revenue especially with the arrival of other internet providers in the area. Lisa explained that the statewide work continues to find alternative funding streams. The gap funding from the state is part of that work. It was agreed that the anticipated drop is closer than ever but that our financial position is better than ever. The topic of investing the savings came up and the suggestion was to check with the town's trustee of public funds for ideas and to research any restrictions based on our nonprofit status.
- 5. EXECUTIVE DIRECTOR'S REPORT:** The Director's report was distributed to the board prior to the meeting for their review. Lisa highlighted that the driveway paving project is complete and encouraged the board to stop by to take a drive on it. The fence is slated to be completed soon. She noted that we should expect to receive \$25k as part of the statewide gap funding appropriation.

Mike Cutler returned to work from Family Leave after the birth of his daughter and still has 2 weeks left which he will take in the fall. The Board elections have been completed. Greg Van Houten was reelected, and Asa Morin was also elected. Asa will join the September meeting which will also unfortunately but Marcia Noyes' last meeting.

Work continues on the collective goals for the year with a focus on membership and 30<sup>th</sup> anniversary. As part of that work, the organization was honored at the Battle Day Parade with a State Resolution for the 30<sup>th</sup> anniversary. That provided a lot of exposure. William is working to resolve the issue with the software order so the network replacement can be completed. Lisa asked the board for feedback on ideas for drawing in new members. One idea was to incentivize current members to bring in new members. The question arose about Bennington College student membership and the need to keep that on the radar. Lisa has had community conversations regarding how well CAT-TV has evolved through the years and how people just take us for granted. She'd like to parlay that support into memberships.

Lisa met with the Pownal Select board to discuss the meeting coverage contract during their July 28<sup>th</sup> Select Board meeting. It was a productive conversation and Lisa was pleased to present why she believes CAT-TV's coverage of town governance meetings is vital. There has been a lot of public support of our efforts.

Lisa provided the board with the fuel oil costs for the upcoming heating season which is \$3.99 per gallon for 1600 gallons. Last year was \$2.85 per gallon. Lisa and Mike met with the new group taking over the arts center on the west end and will be working with them to develop new programming based on the performing arts arm of the group. We received the Comcast quarterly payment which was in line with the previous quarter. Lisa reminded the board that she has tote bags here for everyone and encouraged them to stop by to pick them up.

Lisa and William have been working with GVH Studio to design a new sign and presented the draft for comments. The design evolved during the process with the GVH staff, and the goal is to have it coordinate well with the design of the building. Discussion ensued regarding the visibility of the sign and whether a reserved color scheme would be more noticeable. Greg Van Houten recused himself from the discussion due to conflict of interest but did answer questions and offered information based on his experience in the business. He noted that dark signs are more difficult to read and that white backgrounds work better for quick reading. He also explained that the new sign will be bigger and more noticeable than the old sign. Discussion continued with other members expressing agreement with the design.

**MOTION: DAN CROSS MOVED TO ACCEPT THE SIGN PROPOSAL AS PRESENTED. TIM SCOGGINS SECONDED THE MOTION. 4 MEMBERS VOTED IN FAVOR OF THE MOTION. 2 MEMBERS ABSTAINED. THE MOTION PASSED.**

- 6. NEW BUSINESS:** Tim Scoggins inquired about where our content is live streamed. Lisa showed the board where to find the live stream of the channels on the website. There was a concern and confusion of how the live stream players are labeled on the website. It was suggested that they indicate “watch live stream here.”

**MOTION: GREG VAN HOUTEN MOVED TO ADJORN THE MEETING. MARCIA NOYES SECONDED THE MOTION. THE MEETING ADJORNED AT 5:14PM.**

Respectfully submitted by,  
Marcia Noyes, Secretary