

Catamount Access Television Corporation

Board of Directors Meeting Minutes

Monday, December 28, 2020

1. **Alex Burke convened the meeting via video conference at 4:05pm with the following members present; Robert Ebert, Marcia Noyes, Sarah Perrin, Dave LaChance, Greg Van Houten and Lisa Byer – Executive Director. Jenna Caslin, Tim Scoggins and William Gardner - Operations Manager, were absent.**

2. **APPROVAL OF MINUTES:** Alex Burke asked for approval of the November Board Minutes.

MOTION: GREG VAN HOUTEN MOVED TO APPROVE THE MINUTES OF THE NOVEMBER 2020 BOARD MEETING. MARCIA NOYES SECONDED THE MOTION. ALL MEMBERS VOTED IN FAVOR AND THE MOTION PASSED.

3. **FINANCE REPORT:** Lisa presented the finance report for the month and answered questions of the board.

4. **EXECUTIVE DIRECTOR'S REPORT:**

- a. The staff continues to operate under COVID restrictions with staff alternating office time. The Hospital has recently used the studio under our protocols.
- b. The staff provided updates on their activity and Lisa provided an overview. She noted that William Gardner recently celebrated his 20th anniversary with the organization. The Board agreed to formally recognize this milestone.
- c. Lisa reported that she is staying informed of the national updates with regards to the FCC rulemaking. She also noted that the remaining COVID relief funds had arrived. The PEG Study that passed in last year's legislative session is underway and a report is expected in February.
- d. Lisa reminded the Board that the statewide PEG Access Agreement that she worked to develop with Comcast has been distributed and she will be presenting CAT-TV's contract during Executive Session.
- e. The community engagement efforts underway have been successful in drawing viewers to the channels. Partnerships with the Banner and BBC helped promote the "Deck the Halls" effort and the staff is now working on the Winter Westerns Trivia Contest.
- f. The forgiveness application for the PPP Loan has been submitted to People's United and they await a response.
- g. The staff is preparing to complete the annual report and discussions about the annual meeting are forthcoming.
- h. Lisa completed the annual meeting coverage contracts with the towns and noted that this included an option for quarterly billing.
- i. The channels featured special holiday programming over Christmas and will feature special programming on New Year's Eve.
- j. There is a plan to reach out to the towns and schools regarding this year's town meeting day in an effort to coordinate scheduling of virtual floor meetings.
- k. There was discussion regarding the channel relocation and promotional ideas. Greg Van Houten suggested advertising in places such as the Green Mountain Buses and Downtown Kiosk. Lisa suggested that we collect the ideas and develop an action plan.

5. **NEW BUSINESS:**

- a. Robert Ebert asked questions regarding determining who is watching our channels and what they are watching, He noted the importance especially in determining what programming we produce. Lisa explained that specific metrics are not available from the cable company and that the information is gathered in various ways with interaction with the community as well as through community surveying. There was a discussion of incorporating surveys into our weekly outreach newsletters and social media posts.

MOTION: GREG VAN HOUTEN MOVED TO ENTER EXECUTIVE SESSION TO DISCUSS CONTRACT MATTERS. SARAH PERRIN SECONDED THE MOTION. ALL MEMBERS VOTED IN FAVOR AND THE MOTION PASSED.

MOTION: GREG VAN HOUTEN MOVED TO EXIT EXECUTIVE SESSION. MARCIA NOYES SECONDED THE MOTION. ALL MEMBERS VOTED IN FAVOR AND THE MOTION PASSED.

MOTION: MARCIA NOYES MOVED TO ACCEPT THE RENEWAL OF THE PEG ACCESS AGREEMENT WITH COMAST. GREG VAN HOUTEN SECONDED THE MOTION. ALL MEMBERS VOTED IN FAVOR AND THE MOTION PASSED.

MOTION: SARAH PERRIN MOVED TO ADJORN THE MEETING. GREG VAN HOUTEN SECONDED THE MOTION. THE MEETING ADJORNED AT 5:13PM.

Respectfully submitted by,
Marcia Noyes, Secretary