

CCTV Center for Media & Democracy

Meeting of the Board of Directors

Time: **Thursday, May 10, 2018 at 5:00 p.m.**

Location: **CCTV Center for Media & Democracy, 294 N. Winooski Avenue, Burlington, VT**

[Upcoming Meetings](#) | [Board Contact Information](#)

The mission of CCTV Center for Media & Democracy is to open the door for democratic social change to happen. We aim to be a trusted provider of free speech training, tools and channels. We serve activists, civic leaders, nonprofits and community members who want to increase their reach and impact.

Present: Jason Pelletier, Julia Vallera, Jane Knodell (left after Executive Session to Discuss Executive Director Review), Scott Pavek (left after Executive Session to Discuss Executive Director Review), Erin Malone, Shay Totten, Mary Simons

Staff: Lauren-Glenn Davitian

Channel 17 Trustees (solely for the Joint Discussion with the CCTV Center for Media & Democracy Board of Directors and the Channel 17 Trustees): Elaine Sopchak, Helen Riehle, Howard Wooden

Agenda

Executive Session to Discuss Executive Director Review

Unanimously voted to go into executive session to discuss the Executive Director Review as it involves a matter related to the evaluation of an employee.

See:

- [Executive Director Self-Evaluation](#) (included outside of the scope of the executive session with the agreement of the Executive Director)

Joint Discussion with the CCTV Center for Media & Democracy Board of Directors and the Channel 17 Trustees

(Time certain: 5:45 p.m.)

(Delayed to about 6:15 p.m. due to availability of Trustees.)

Over the coming months, CCTV Center for Media & Democracy (via its Board of Directors and its Executive Director) and the Channel 17 Trustees will work together on a current contract for Channel 17. Additionally, the two groups have the opportunity to engage in fundraising efforts as it relates to Channel 17 operations. As such, the CCTV Center for Media & Democracy Board of Directors and the Channel 17 Trustees discussed the following:

- near-term goals of Channel 17
- the framework for collaborating
- collaborative fundraising efforts

Highlights of this discussion included:

- Now that BAMO partnership course has changed, Channel 17 needs to clarify its own direction with an emphasis on Town Meeting Television, our unique offering.

- We need to address the decline in cable revenue and work as a team to improve our development opportunities.
- We should also focus energy on improved marketing and fundraising efforts.

Next Steps:

1. Review the [CCTV Center for Media & Democracy Strategic Direction](#).
2. Determine the structure of a collaborative process to refine the strategic direction and related business plan of Channel 17. Send ideas to Lauren-Glenn and/or the Chair of your organization (Jason or Elaine).
3. Meet to collaboratively refine the strategic direction and related business plan of Channel 17.

See:

- [CCTV Center for Media & Democracy Strategic Direction](#) (updated September 2013)

Discussion About the Schedule of Meetings

The Board of Directors will establish the schedule of meetings to follow the upcoming Annual Meeting. During the summer, the Board will largely make progress on open items via Working Groups and individuals, with scheduled meetings of the full Board picking up again in the fall.

Approval of Minutes

- [April 2018](#): Approved

Approval of Financials

- [April 30, 2018](#): Approved

Working Group Reports

Discussed the specifics around the formation of the follow working groups:

- **Development Working Group**
 - Discussed this [memo from Staff](#).
 - Working Group will schedule a future meeting.
 - Staff would like to be looped in future meetings.
- **Governance Working Group**
 - Working Group will meet to develop a proposal/recommendation for the near-term recruitment of additional members of the Board.

Fundraising: 34th Anniversary Appeal

Discussed how the Board will be involved in this fundraising appeal (specifically, with a request for members of the Board to personalize letters in this mailing).

Resolution: Update Time of Annual Meeting

A resolution was proposed and approved via vote to change the time of the upcoming Annual Meeting to the following:

- Time: **Wednesday, June 13, 2018 from 8:30 a.m. to 10:00 a.m.**

- Location: **CCTV Center for Media & Democracy, 294 N. Winooski Avenue, Burlington, VT**

Adjourn