

# CCTV Center for Media & Democracy

## Meeting of the Board of Directors

Time: **Thursday, September 13, 2018 from 8:00 a.m. to 9:30 a.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.*

## Minutes

Present: Jason Pelletier, Jane Knodell, Shay Totten, Mary Simons, Erin Malone, Julia Vallera

Staff: Dan Logan, Meghan O'Rourke, Lauren-Glenn Davitian

### Approval of Minutes

- [June 2018](#) (Annual Meeting) - Approved

### Approval of Financials

- [June 30, 2018](#), [July 31, 2018](#), [August 31, 2018](#) - Approved

### FY19 Budget

Reviewed and considered the approval of the FY19 budget. - Approved

Jason and Jane met with Channel 17 and with Lauren-Glenn about the budget last week. The two budgets are very interconnected. We made to make major investments in fundraising.

See the narrative.

Channel 17 is facing reduced revenue and high technical costs. We are working closely with them to look at expenses and joint development efforts this year, and especially next when we will need an additional \$50K to replace the reserve spending.

Channel 17 will meet their budget by adding funds from reserve and doubling charges from municipalities from \$46 to \$92K.

Potential longer term revenue is municipalities charging for use of rights of way. This is an idea to explore further. Lauren-Glenn will research.

It will be important for us to meet our financial targets for development. We will raise the bulk of the funds at the end of the year, but we will have an arc for fundraising. We will be working through the whole year, for example: End of Year, Archives and 35th Anniversary. Town

Meeting Day is another big opportunity for fundraising. There will also be a Development Working Group that will be attending to this work in the next 12 months.

Moved to approve with identifying fundraising as a major component and necessity of monitoring our success. Approved.

See: [In folder](#)

- CCTV FY19 Budget & Narrative - APPROVED
- Channel 17 FY19 Budget & Narrative (for reference) - PROPOSED

## Channel 17 Strategic Direction & Business Plan

Discussed the upcoming joint strategic planning session with the Channel 17 Trustees, which is scheduled at the following time and place: Time: **Friday, September 21, 2018 from 12:00 p.m. to 4:00 p.m.** Location: **CCTV Center for Media & Democracy, 294 N. Winooski Avenue, Burlington, VT**

Planning will take place this week. This planning work is a way for us to learn to quickly mobilize as a group to respond to opportunities and challenges in front of us. The more we work together on specific things the more we raise our capacity to do projects together. One piece is an infrastructure of delegated authority. Another is being able to quickly respond to opportunities that quickly present themselves.

**Anticipating (as of this meeting):** Jason, Julia, Mary, Shay, Erin

## Development Working Group

Discussed the recent work of the Development Working Group.

The Development Working Group met twice over the summer. Started with a good discussion of programmatic discussions of what we can elevate for fundraising purposes, including archives and local program production.

The Working Group put together an RFP which we received. We have received a revised proposal reflecting our desire to consolidate the assessment work and focus more on the major donor and increasing the funnel.

The reduced proposal gives us resources to work with digital marketing. For example, how to market with live PSAs, and changing up the email schedule. We have a studio, space and talent that we could better utilize. We could use our space to connect with people in different ways—that layer between what we do for free and what we charge top dollar for.

Look at the goal from the perspective of raising small amounts of money through smaller, iterative development activities throughout the year.

See:

- Amended Christine Graham [Development RFP and the proposal received](#).

- We [have sent her materials for her to review so we can start to assess our potential larger donors.](#)

Contract approved.

## Governance Working Group

The Governance Working Group met. They are going to draft a “thought piece” for discussion on the ideal contours of the Board for the short term.

## Advocacy & Strategic Partnerships

- Common Good Vermont merger wraps up on 9/30. We will transfer \$15K in grant revenue from VCF (3 months) and National Life Foundation (9 months). Morgan is set up as Marlboro employee with comparable compensation. Funders have been notified and a final report will be filed. Kathleen and Lauren-Glenn are in the budget to do some development work in FY19 (208 hours).

Adjourned