

CCTV Center for Media & Democracy

Meeting of the Board of Directors

MINUTES

Time: **Thursday, February 21st from 5:30 p.m. to 7:00 p.m.**

Location: **CCTV Center for Media & Democracy**

[Upcoming Meetings](#) | [Board Contact Information](#) | [Dashboard FY19](#)

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 - Erin Malone, Mary Simons, Shay Totten, Scott Pavek, Julia Vallera

Absent: Jane Knodell

Staff: Lauren-Glenn Davitian

Approval of Minutes: [January 2019](#) **Approved unanimously**

Approval of Financials: [January 31, 2019](#) **Approved unanimously**

- Discussed corporate underwriting as area of growth or potential additional revenue for Channel 17.
- LG walked Board through quarterly dashboard - [Dashboard FY19](#)

[Review of DRAFT FY18 990](#) (Reviewed by Jane K) - Reviewed and discussed.

- Erin notes consistent revenue year to year, and was surprised by the number of volunteers counted. LG notes that the Board is not counted among volunteers - volunteer estimate may be increased in future years. Erin would be interested to see 'number of volunteer hours worked' as illustration of impact upon community; Julia notes that this figure would serve as a useful tool in other debates. LG will ask leadership group how staff could track this time moving forward.

Board Future Discussion: What brought us into our role? Why are we still here?

- Overview of organization - Channel 17, CCTV Productions, The Archives,
- Why are we here? Everyone shares.
- Erin offers her understanding of the organization and why each of us has chosen to serve on the Board. Erin describes CCTV as a free speech advocacy

organization, which has historically focused on managing the Channel 17 contract, but also manages CCTV Productions, an archive, and, up until recently, Common Good Vermont. Erin asks the Board to consider its next project, in the vein of Common Good, and how to promote efficiencies with partner organizations in the future.

- Erin reflects on why she serves - to learn how to manage an organization from her current position, to build community within Chittenden County.
- Julia feels challenged by the scope of the organization's work and suggests simplifying efforts over time could strengthen the organization's impact. Julia is interested in connecting with VCAM and RETN in some way.
- Mary mentions her passion for community - supporting community, creating community. Mary expresses excitement for possibilities for continuing advocacy and CCTV's work outside of Channel 17.
- Shay is dedicated to community media, exploring ways in which we may strengthen opportunities to create whole communities through sharing information. Shay likes understanding why people support community media and is interested in localizing our funding sources.
- Erin's three thoughts: first, how can we restart conversations with VCAM and RETN? Second, we should begin thinking about messaging around 35th anniversary. Third, how can we begin to explore evolution of CCTV's programs and services?
- Board agreed that it is worth taking up conversations with RETN and VCAM Board again. Agreement that this work is appropriately done by the Board to pursue opportunities for partnership and efficiencies with Media Factory. Erin will call Matt Cropp/VCAM Board as a first step.
- Mary suggests exploring hosting events in community - finding new ways to meet people where they are at; Shay notes 'curating conversations,' either issue or place-based. LG mentions recent pilot program with Sen. Baruth and Rep. Myers in Essex.
- LG stresses that future merger explorations are best directed by Board; Erin is reaching out to Matt Cropp/VCAM Board member to begin the conversation.

Governance Working Group Report: Discuss the recent and future work of the Governance Working Group - Report.

- Revisit Goal of Board Composition
- What role can board members play in expanding the Board?

- Prospective Board Members

LG clarifies that potential merger could be scenario in which Channel 17 (and/or CCTV Productions) could be spun into new organization with VCAM/RETN - CCTV would continue to exist to take up other projects that the Board determines.

Shay mentions we had a target of 7-9 Board members - adding three members would allow for formation of dedicated subcommittees. Shay suggests looking at who is not at table when considering future recruitment - and recruitment can begin now. We can ask ourselves: which communities are not involved in our governance? Julia suggests we use upcoming events to market ourselves as an opportunity for others looking to join the Board.

Mary suggests using 15 minutes of each meeting to discuss recruitment moving forward.

Development Working Group Report: Discuss the recent and future work of the Development Working Group, specifically including:

- [Meeting Notes](#)
- Front Porch Forum Collaboration
- 35th Anniversary Goals: \$35K for 35 Years
- Calendar of Events for Spring 2019

We've raised \$17.7K to date. Development Working Group has another meeting scheduled for March 8. Group has met with Front Porch Forum twice; both organizations are excited about potential collaboration. Right now the partnership involves an ad-swap, but FPF is now launching videos which could be another point of collaboration. Group continues to plan events: community lunches hosted by donors, gallery presentation at Zero Gravity (May 30), and 35th anniversary event (screening at Main Street Landing). LG will work with group to look at segment development following elections.

For Review & Approval: [CCTV Executive Director Succession Plan](#) - For Review and Approval **Approved unanimously**

Julia notes that Board must discuss development of long-term succession plan, with a focus on how the organization will be conceived with/ without a new Executive Director.

Channel 17 Strategic Direction & Business Plan

- [Notes from December 14th Meeting](#)
- [Strategic Planning Materials from 2017](#)
- Staff Strategic Plan [Leadership Development Discussion](#) - 1/24/19

Advocacy Update

- [BT/ Schurz Case Decision 2/19/19](#) - PUC Issued decision. Our deal with Schurz is based on BT deal and works well for us.
- **Overview of PEG Threats and Issues:** [Talking Points Memo](#)
- [Vermont Poll Qs](#) - We will submit four questions in the Vermont poll this year.
- **VAN Legislative Day & Action** - Request \$2500 Contribution toward Legislative Activities - [Action Circles Proposal](#) **Approved unanimously**
- **Federal Case Update** - Mediation Slated for 3/11/19 - Materials available upon request.
- **FCC Update** - Decision expected in mid-2019
- **Halleck v. MNN** - Oral argument at Supreme Court on 2/25/19

Adjourn - 7 p.m.