

# CCTV Center for Media & Democracy

## Meeting of the Board of Directors

Time: **Thursday, October 11, 2018 from 5:30 p.m. to 7:00 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.*

## Minutes

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

**Staff:** LG Davitian

### Approval of Minutes

- [September 2018](#)
- [September 21, 2018 Strategy Session](#)

Both approved in a single vote. Jane Knodell abstained as she was absent from 9/21/18 meeting.

### Approval of Financials

- September 30, 2018 (if available for meeting) - We are buttoning up the financials for 9/30/18. Waiting to close out Common Good VT properly. Meeting with auditor on Monday.

## Budget Adjustment

The merger of Common Good Vermont with Marlboro College's Center for New Leadership was completed on 9/30/18. Marlboro determined that they would not need 208 hours of development support from CCTV (which was estimated to be about \$9K in revenue). For the FY19 Budget we have moved those expenses (LG and Kathleen Swanson labor) and revenue projection into CCTV Development. This increases our fundraising goal by \$10K to \$85K.

Also we under estimated the insurance premiums and our additional cost will be \$10,353. Which leaves us essentially breaking even for FY19.

**[Amended FY19 Budget](#)** - Move the adjustment to the budget funded through increased development.

## Development Working Group

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

- What the working group recommends for ensuring that the current work with the development consultant expands the organizational capability to fundraise (rather than it being a single campaign)
- How the working group can support and/or lead ongoing smaller campaigns/efforts to fundraise
- What the role of the working group will be in the planning of the Annual Campaign
- [Minutes 10/4/18 and Draft Planning](#)
- [CPG Prelim Assessment](#)

**Update:** The Working Group has been quite involved in laying the ground work for the FY19 campaigns. We are launching a mini-campaign for General Election “ask” via snail, email and TV promos.

The WG can: work on annual plan, develop messaging, and help strategize on the digital work.

Christine Graham has helped us to develop a preliminary plan, which we will develop a longer term plan. We have also reviewed the giving capacity of our donors. See Executive Summary.

Her assessment was helpful to hone down what the Board and Staff can focus on between now and the 35th Anniversary Appeal. Also using November and Town Meeting Election.

Overlap of Shelbure Farms, Homeshare Vermont, Historical Society - Sense of place. Note the amount of community programming that they produce.

Three areas for development: segmenting annual giving/ major donor, foundations, business underwriting.

Mini campaigns give us more intelligence about our donors and the messages that resonate with people. Let's be sure that we review what our findings from the project.

**To Do:** Make sure our philanthropic practices are covered by ethical policies.

**Data to collect:** who gives from email v snail mail appeal.

**Metrics to consider:**

numbers sent  
who gives from email v snail mail appeal.  
segmentation/ messaging metrics

### Bigger Development Plan

- Engaging hosts
- Media Maven Events: Rob Williams 10/16, Privacy upcoming.

### Who should sign the letter(s)?

- November - LGD
- Annual Campaign - CCTV Chairs
- March - Meghan, Channel Director

## Governance Working Group

Discuss the recent and future work of the Governance Working Group, specifically including: The working group's proposal for the size and composition of the Board of Directors (See: [Board Recruitment FY2019 proposal](#))

Mary, Scott and Jason have developed a proposal on Board Recruitment. Key findings: There are far too many responsibilities for seven Board Members to do effectively and sustainably at only nine meetings annually.

We address our challenges and opportunities by drawing from a larger pool of board leaders.

**Drawbacks to more people:** Bigger groups require more robust capacity to support. Propose more people (up to 13) while pushing more work to Working Group (shorter term) and Committees (ongoing with potential delegating authority). All work would channel up to the monthly meetings as needed.

**Benefits:** More arms into the community.

- **Expand the Board up to 11-13** - We could look at current "list" and segments, and a person who has potential to recruit other people to help and donate, we can also look at general operational interest areas. This is also a way to reflect the constituencies we are designed to support. - Bring up people two people every six months. We could get to 11 in the next 12 months.
- **Determine what the Working Groups/ Committees** would do
- **Divvy ourselves with those groups**

**Potential Working Groups and Committees** could include (along with just some of their responsibilities):

- Development Working Group (or Committee)
  - Support major fundraising campaigns
  - Ensure organization reaches fundraising goals
  - Expand internal fundraising capabilities of the organization
- Governance Working Group
  - Develop and maintain Board processes and policies
  - Lead Board recruitment and continuity efforts
  - Evaluate the performance of the Board
- Finance Committee
  - Ensure appropriate financial policies and procedures are in place and are followed
  - Support the development of and the adherence to the budget
  - Support the audit process
- Other ad hoc Working Groups as necessary for short-term initiatives (such as the evaluation of the Executive Director).

**Possible:** Programming and Services that support our collective mission and supports community engagement.

Support the report of the Governance Committee and proceed with adding. We can suggest names.

**What are the set moments that we are intersecting with the Channel 17 Trustees in the next year?** In the past year we've met more frequently with them. As we try to "defragment" these entities this connection will help us to expand our networks with them--especially more county based.

**To Do:** Schedule Major Donor Review meeting.

## Channel 17 Strategic Direction & Business Plan

Reflect on the September 21, 2018 strategy session facilitated by Steven Shepard, re-focus on the purpose of this process, and determine next steps.

**Attending:** Helen, Elaine, Jason, Julia, Mary, Scott, Erin were present. Staff: Kim, Meghan, LG, Meghan, Michael, Dan, Barrie.

Feedback on strategy session was not generally positive. There was a deep feeling about not being happy with how the presentation went. Worries about factual basis of the presentation and the framing of the whole presentation and we did not have the chance to talk about it as a group. Had different opinions on IOT and the economic divide. Don't think we were the audience for this presentation. In our case, we are trying to be the vessel for critical reflection. There was a disconnect in the message for us. Loved the break out groups. Could have spent more time in those discussions. Felt that it was invaluable. Would like to do more of that.

Would like to be in that group together again. Would like to be in the room to talk about strategy amongst ourselves. It would be great to get together again and see the notes from the other groups.

There are discussions that we need to have such as free speech v. hate speech. There are layers to this conversation, staff, board, wider community.

What would be helpful as a resource? Review the 2017 Strategic Work: [Materials from 2017](#).

This is the link between strategic direction and new business plan. We need a new business plan, there is an urgency to this and we want to continue discussing these things.

This happens in multiple places in the organization: Finance (revenue diversification), Development (new products/ services). Possibly mix the committee: the Innovation Committee.

Brief background on past strategic planning for CCTV (Trends, Help Me, Orthodoxies and Competencies yield architecture of Access, Signature Programs, and Engagement.

**Next Step:** Discussion/ agreement of staff and boards about designing next meeting and "the process".

### **Example of Breakout Feedback:**

#### **Our "why":**

to contribute to a more active, engaged citizenry. to effect a stronger democracy and stronger, resilient communities that are better able to function in both stable and changing conditions. to be the connective tissue between citizens.

#### **3 things we do really well:**

- \*Support the under-served individuals and communities to communicate a message, bringing an awareness to all.
- \*Document the functioning mechanics of government, unedited.
- \*Doing a lot with a little

#### **What could be done better:**

- \* Finding more 'lives' or 'legs' to programming and archives.
- \* intentionally connecting groups
- \* identify and continue to confirm our community with clear understanding of who we are (i.e. marketing)

## Advocacy & Strategic Partnerships

- Comcast Case - Ongoing
- Burlington Telecom Sale - January Decision expected from Public Utility Commission.
- Common Good Vermont Merger - Completed.

## Adjourn

7:25 p.m.