

MINUTES

Meeting of the CCTV Board of Directors

Time: **Thursday 12 December 2019 - 3.30 - 4.30 p.m.**

Location: **CCTV/ Channel 17 HQ**

PRESENT: Erin Malone, Julia Vallera, Mary Simons, Jane Knodell ABSENT: Shay Totten

STAFF: LG Davitian, Meghan O'Rourke

Approval of CCTV Minutes: [November 2019](#) - Approved

Approval of CCTV Financials: [November 2019](#) - **Approved**

Proposed Contract with Channel 17 - [Review Here](#) - The contract was approved by Town Meeting TV Trustees on 12/11/19. The contract reflects the services we deliver, including multiple channel distribution. This is through 2022. The hourly cost to deliver is \$93/ hour, which is consistent with our price list.

Discussion of Funding Gap: As the funding gap due to cable revenue decline widens we will need to continue fundraising, but cannot expect to make up the whole gap this way. Policy change is necessary. VAN is working on this, LGD is involved. LGD think we may need to invest up to \$10K in advance research to support the legislative proposal for further study of the matter. ([Summary Report 11/13/19](#))

Board Recruitment

- Recommendations: Adan, Kaylan/ CCV, Deb Ellis, Richard Watts, Helen Parmet, Andy Montroll, Ariel Jensen-Vargas.
- Start with Andy Montroll, Kalyan at CCTV, Ariel J-V.

Strategic Plan Process (EM)

- Local Media Proposals - [Hyper Local Proposal / FPF \(pending\)](#)
- Update on Branding Meetings/ MO* (see below)
- Set schedule of series of dates (how fast/ how slow?)?
- Work with Channel 17 Trustees - Set some dates

1/21 at Noon - 5 p.m. if Trustees can join.

2/18 at Noon

3/17 at Noon

Fundraising (KS)

- Goal = 100% board participation - Aiming for this.

Policy Update -

- [FCC 621 Order Update](#)
- [PEG Study Committee Draft Language and Next Steps](#)
- LGD Presentation at EEE - [To Watch](#).
- [Manhattan Neighborhood Network v Halleck](#) - Harvard Law Review

Adjourn

***Brandstorming time** - Wednesday, November 6 at 2:30 p.m. [Please review the notes](#). This meeting we will wildly propose names, logo looks, color schemes etc. All ideas welcome. After this meeting we will bring in a design consultant to work on our concepts.