

## MINUTES

### Meeting of the CCTV Board of Directors

Time: **Thursday January 23 2020 - 5.30 - 7.00 p.m.**

Location: **CCTV/ Channel 17 HQ**

*PRESENT: Erin Malone, Julia Vallera, Mary Simons, Jane Knodell, Shay Totten, Elaine Haney*  
*STAFF: Meghan O'Rourke* *VISITING: Mona Sheppard*

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

**Approval of CCTV Financials:** [December 2019](#) - **Moved to next meeting**

**Town Meeting TV Minutes:** [December 2019](#) - **No quorum, waiting to next meeting**

- Brand update:
  - Ch 17 is moving to 1087, three months it will be on both, recap of brand strategy work
  - In order to move forward with brand there has to be a spark
  - Met with Ruthless firm in Wellington - they think it is best to walk through a strategy in concert with CCTV and figure out where CCTV and CH 17 converge and diverge. Strategic planning with an outcome.
  - We have 51 designs from gig
  - Rather spend money on a person to envision the story than on buying a new brand identity
  - Erin: We will need to spend money, but we can get multiple quotes. Great we got as far as we did
  - John Douglas should do animations in between
  - Jane: need to change the brand when we the channel changes, need a sense of urgency.
  - what has to be preserved as CCTV and what has been redundant - Meghan needs a decision on if/how we are merging.
  - Jane - we could merge and keep doing everything the same and no one would know other than us...that is not helpful.
  - CCTV board will have to take the leadership on moving this forward.
  
- 2020 Strategy - [See Memo Attached for discussion.](#)
  - Elaine: From an organizational standpoint - CCTV and CH 17 each do there thing. CCTV does all the things, but CH 17 becomes the policy arm - two organizations we are a committee of the whole - it behooves the two more together.
  - More interaction around you are the users - what do those customers need from us. Coming together would facilitate more of that
  - CH 17b Customers are municipalities, CCTV customers are the public
  - Actual individual trustees are in the communities - so they have a stake

- If we were at the same table
- Trust is a legal document - if we broke it would cost a lot of money - don't think we need to break it.
- Next step would be to research what this would look like legally
- Ask Jud about what it would look like to merge boards - an overarching board
- We would meet together. There is a CH 17 part of the meeting and a CCTV part of the meeting
- There are committees that are active that could incorporate members from both boards.
- CCRCP is a great model for that. Chittenden county regional planning commission
- Sarah does CCTV books
- MGV does CH 17 books
- can't wrap head around shared budget
- con of combining is merging budget - would have to go back to the municipalities
  - could it be done by the select board? Ask our lawyer who would be involved and how a hybrid government would be set up.
- we pay separate audit expenses. but to get rid of those expenses you'd have to be one organization.
- 14,000 of audit, booking and trustee insurance expenses for both orgs. If we merge that would be reduced.
- We need to ask a lawyer first, then if we decide to move forward we need ask every representative on the ch 17 board to go their municipalities and say we are thinking about doing this.
- The hard part would be creating a new 501c3 once we've decided to merge both orgs - Mona
- vested interest is the sustainability of the entire enterprise
- The exact form that the bookkeeping would take would be different depending on what form the merge
- broad consensus we want to work together more.
- to merge the budgets is merging the organizations.
- There is confusion in maintaining two boards - the same money shows up in both places - one budget would be so much nicer.
- merger of CHT and BCLT is an interesting example because the missions were different.
- are we making a really big decision for that much money - good question for future development - one fundraising drive, in the future we have one source of revenue. if we want to secure financial stability there needs to be one brand.
- would want to know the future of PEG access to know
- for an 80,000 budget we have a complicated structure
- We can always do separate projects
- We could also change the voting structure of the boards
- from a ch 17 perspective we had to dip into reserves to cover a large part of the expense. outside of the PEG work
- 3% annual increase at each municipality

- be great to get municipal revenue over 100k
- Survey at the end of town meeting.
- Flyer in newsletters in each municipality announcing our channel change.
  
- Next Steps:
  - Ask a lawyer what would be involved in combining organizations and Investigating the differences between the hybrid, combined etc.
  - Have to find out from trustees
  - What would municipalities have to do to make all of this occur
  - Does it mess us up that we are taking public money via ch17 if we merge - would it constrain CCTV and its mission
  - Inquire with Doug

**Adjourn**