

MINUTES

CCTV Board Meeting

Date: 8/16/21

Present: Jane Knodell, Erin Malone, Mary Simons, Shay Totten

Staff: LG Davitian

General

- **Momo's Benefit for CCTV - To Do:** Check with John Davis/ Acker about how to use their internet connection to stream the party live. Maybe find local celebrities to attend? Johnny Wanzer?
- **Check in on Burlington City Lake** to see if there is any overlap with our work. Now is a good time.

Review [7/31/21 Financials](#) (Approve formally at next meeting) - We are on track to meet our budget goals.

Review and Approved FY22 Budget - [Summary Narrative found here.](#)

Discussion

Prepare [5 Year Plan](#) to reflect increases in costs as well as revenue (CCTV Productions, ED replacement, etc). LG will work on this for the next meeting.

"We need to be prepared to invest our reserve if we want more output."

For New Projects - e.g. Civic Media Hub - Prepare budgets that include the value of in-kind time and allocation of overhead costs. Also, ID funding bids so we can formulate a grant template. Start the project with volunteer board time to support staff efforts, develop funding template, ID how new marketing/ development person could help with project development. Especially take note of need to tie into current operations without burdening staff (expand capacity needed for any new projects) and reminder from previous CCTV Board that new projects need 6 months of revenue to have a shot a viability.

CCTV Productions - Focus on core competency (hybrid meetings), assess market for documentaries more closely. Erin will work with Aidan and LG on this, starting 9/14, 9/21 and 9/28.

How much labor is required as we increase output in the 5 year horizon?

More Budget Discussion: Development/ Marketing Staff proposed at 29 hours. Board recommends that this allocation be increased to 40 hours plus benefits. This provides some flexibility at the time of hire. Many people are looking for 60-75% work. We will be actively assessing our needs until that time and conduct hiring with overall capacity needs for development, marketing and executive leadership in mind.

Board Resolution: Approve FY22 Budget to reflect FT Dev/Mkt person plus benefits pending approval by Trustees of Contract increase (3%). Agree to utilize the reserve to support this position and \$15K in capital expenditures, including \$10K for web hub and \$5K for CCTV Productions if needed.

To Do: Add 5th Board Member (discuss next week).
 CCTV Development Business Planning - Summary
[New Project Discussion/ Pricing \(with Channel Director present\)](#)
 CCTV Production Business Planning - Meetings scheduled

CCTV BUDGET FY22				
BUDGET SUMMARY	FY20 ACTUAL	FY21 Budget	FY22 BUDGET	change
Revenue	\$822,585	\$750,660	\$802,140	6%
Expense	\$782,763	\$771,301	\$820,817	6%
Net 9/30	\$39,822	-\$20,641	-\$18,677	
Revenue Detail	FY20	FY21	FY22	
Public Support	\$621,889	\$662,660	\$705,140	6%
Program Fees	\$107,421	\$88,000	\$97,000	9%
Revenue Total	\$729,310	\$750,660	\$802,140	6%

Expense Detail	FY20	FY21	FY22	
Labor	\$594,259	\$628,448	\$678,304	7%
NonWage	\$131,166	\$142,853	\$142,513	0%
Expense Total	\$725,425	\$771,301	\$820,817	6%
Net	\$3,885	-\$20,641	-\$18,677	
Capital		\$7,000	\$15,000	
Net Reserve Draw			-\$33,677	

BUDGET SUMMARY	All Programs	Town Mtg TV	CCTV PROD	MGMNT & GENERAL	FUNDRSG
Revenue	\$802,140	\$554,140	\$92,000		\$156,000
Expense	\$820,528	\$530,915	\$49,167	\$124,825	\$115,620
Net 9/30	-\$18,388	\$23,225	\$42,833	-\$124,825	\$40,380
Overhead		\$95,978	\$8,530	-\$124,825	\$20,316
Net 9/30	-\$18,388	-\$72,753	\$34,302	\$0	\$20,064
Overhead Distribution	Based on Labor Allocations	77%	7%		16%

Budget Narrative FY22	
PROGRAMS	<p>In FY22, CCTV will operate Town Meeting TV and CCTV Productions with an associated Fundraising Program. The Total Operating Expenses are projected to be \$821K. The Capital Expenses are estimated to be \$15K. The Revenue, derived from fees for services, fundraising and the CCTV Contract is estimated to be \$802K. Due to investments in Development Capacity the net will be -\$19K + Capital Expenses (-\$15K) the Net Reserve Draw will be -\$34K. New program expenses will be supported by additional grant funding.</p> <p>Link to Results FY22</p>

<p><u>LABOR</u></p>	<p>FTEs = 11.3</p>	<p>FY22: \$678K CCTV Budgets start first with Labor. In FY22 we anticipate to maintain the current staffing scenario with the addition of (2) part time field producers, and a (up to 40) hour Development/ Marketing Associated to be hired 3/1/22, midway through the year. We estimate 3% wage increase + 10% increase in healthcare benefits (which include health, dental, vision) + payroll and related taxes plus .5 additional Healthcare to support half a year of Mktg/ Dev Staff.</p>
<p><u>OVERHEAD ALLOCATION</u></p>		<p>Distribution of labor across programs is used to calculate the allocation of some NonWage Expenses + overall Management/ Administrative expenses to each program area.</p>
<p><u>OTHER EXPENSES</u></p>		<p>FY22: \$143K NONWAGE expenses include Facilities Costs (Rent 3% annual increases), Communications (reduced this year thanks to good husbandry), Offices Expenses, Staff Training (investing in conferences and workshops for staff development), Professional Expenses (e.g. Audit, Legal - Level Funding), and Program Specific costs (supplies/ talent). This year, we've added \$10K in Advertising to leverage Trustees Advertising budget and expand program reach. Development Consulting is added at \$6K.</p>
<p><u>CAPITAL</u></p>		<p>FY22: \$15K Capital costs are not included in the Operating Budgets. This year we estimate \$10K to support new Web Platform plus \$5K in CCTV Productions purchases if needed.</p>
<p><u>REVENUE</u></p>		<p>FY22: \$802K Revenue is derived from diverse sources. We estimate a 3% increase in the Town Meeting TV Contract (\$554K), an increase in CCTV Productions business (\$92K) and substantial increase in fundraising (\$156K) which includes General Donors (\$50K), Grants (\$50K) and Major Donors (\$50K) and Underwriting (\$5K).</p>
<p><u>NET RESERVE DRAW</u></p>		<p>NET RESERVE DRAW ESTIMATED TO BE -\$34K</p>
<p><u>5 YEAR HORIZON</u></p>		<p>The 5 Year Budget Projections show the steady decline in cable revenue (the largest source and primary funding for Town Meeting TV contract) and its impact on CCTV's revenue options. This gap could be offset by Legislative allocations. We are working on getting a clearer picture of how much this will need to be. These numbers will be moving around over the coming weeks.</p>