

CCTV Center for Media & Democracy

MINUTES

22 September 2021

Present: Jane Knodell, Shay Totten, Erin Malone

Absent: Mary Simons

Staff: LG Davitian, Meghan O'Rourke

Upcoming Meetings: 10/26, 11/16, 12/14 - 10 a.m.

Financial Report - [August 2021](#) - Reviewed. Finalize this report in October.

Minutes - [August 2021](#) - Reviewed and approved.

Board Recruitment Update - We have initiated conversations with Bryan Davis and Dru Roessle. Erin will follow up with them both for possible consideration at the October meeting.

[Resource Development Plan FY22](#) - For Review - Includes what it takes to work to meet resource goals (earned/ raised) for FY22. Focus is on stewardship of existing donors and building loyalty from existing fans (who don't give), current volunteers (who may not be sure how to give), and people new to the work (who we have to collect their contact information and start the conversation).

Discussion: Don't give up on underwriting. We need help with contact recommendations in order to reduce research time.

Municipal TV services - We are an extra government arm working for the community--a public good. Leverage our value as an essential service.

Pricing - Increase pricing. Look closely at CCTV Productions business planning. Erin willing to help with this. This is a business growth area.

Brand Discussion - We are innovative, trustworthy, accessible to all. We are known by many names. Town Meeting TV completed a new logo with brand identity materials. CCTV Center for Media & Democracy needs to tie into a new web platform and standardize its materials.

How do we make it easier for people to understand what we do and the places we are in the community through clarity of visual imagery that carries through our online presence (web, social), our tv presence, our print materials and public announcements and ads.

There was limited discussion on this topic.