

CCTV Center for Media & Democracy

MINUTES

Date: Tuesday, May 18, 2021

Time: 2 - 3 p.m.

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

Staff: Meghan O'Rourke, Kathleen Swanson, LG Davitian

Upcoming Meetings

- Set date together during meeting - [Board Schedule - RBA + Annual Meeting](#)

[Minutes 4/15/21](#) - Approved

[Financials 4/30/21](#) - Approved

ED Report

- **Financial Position:** PPP Loan has put us in a much improved financial position. We are ahead \$125K for the year. \$21K of this is net positive revenue related for the month of April.

- [Advocacy Update](#) - See attached.

- **CCTV Productions Capital Purchase** - [Proposal \\$8K](#) (For Approval - Not in FY21 Budget). Approved.

- **FY22 Budget TimeLine** - Staff Work: April/ May - Looking for August Review/ Approval.

Development

- **37th Anniversary Campaign** - [First Set of Calls](#) - Status Update - Kathleen will follow up with Board members who need further clarification.

- **Anniversary Party** on 6/11 (Friday) 4.30 - 6 p.m. at Little Park LIVE

- **Grant Updates:** Lisa Steele, National Life, VCF, NEH Archive (1) (no update), NEH Pandemic Archive Grant (newly applied).

Board Recruitment - Candidate discussions. In order to keep Board operational at five members, we'll need to consider new members. Matt Cropp, Eric Hoekstra, Matt Daly - perhaps more diverse candidates to consider. Keep this on the Agenda.

ED Review - [Role of Board in ED Review](#) - Erin and Jane will take up this work in June.

Strategic Direction Update

- Five Year Financial Scenario Planning - For Discussion - [5 Year Projections](#)

To Do: Detail five year estimates for CCTV Productions and Development (including underwriting) in order to get a better picture of capacity needed to meet the goals and "client potential"). Use this framework for long term budgeting and scenario planning this summer.

For Strategic Discussions - Settle the matter of CCTV's future relationship with Town Meeting TV. Town Meeting TV is a key part of CCTV's mission and has been since 1990. The work done ties directly into educational and production goals that may be considered by CCTV in the future. The archives are a shared asset of these entities. We have discussed "spinning off" Town Meeting TV via a merger with Media Factory. This does not appear to be an immediate option, but could be taken up again. If CCTV did this, what would it's next iteration be? Suggestion from Board to settle the question of whether CCTV forgoes the contract with Trustees and what would be left. This decision will impact the next generation of executive leadership and business plan scenarios.

Results Based Strategic Planning Proposal - Result We Seek: To get Board and Staff on Same Page so that we are working toward our indicators of success and deciding on "what it takes to work" in concert.

To Do: Check with Dru Roessle on these dates: Wed June 9th and 16th at 2 p.m.

Clarify preparation/ homework. Provide RBA one pager for Board members.

Affirm Proposed Work to Do:

Session 1 (75-90 Minutes)

Brief RBA Intro & CCTV History with it

Story Behind the Curve (Discuss insights, trends, future state, issues that affect our mission/ work)

What Does it Take to Be Successful to Respond to this in creative, generative way?

Partners - Who else can be involved?

Session 2 (75-90 Minutes)

Recap of Session 1

Result We Seek - Affirm or Modify

What is the Role of Board to contribute to the outcome? (Exercise - Indicators of Success/ What it Takes to Work)

What is the Role of the Staff? (See Workplan...)