

CCTV CENTER FOR MEDIA & DEMOCRACY

BOARD OF DIRECTORS AGENDA

Date: Thursday 15 April 2021

[Board Dates](#)

Time: Noon - Beam in here: <https://us02web.zoom.us/j/XXXXXXXXXXXXXX>

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

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

MINUTES

[Minutes](#) - 3/23/21 Approved **NOTE:** Need Minutes from 4/8 meeting (EM)

[Financials 3/31/21](#) - Reviewed and Approved. We are on budget with revenue and expenses for Town Meeting TV with costs and revenue running lower than budget in CCTV Productions. Production business is starting to pick up with conferences going forward and Aidan White now actively working on outreach, estimating, customer care and project management. CCTV's Audit is complete, and we are now waiting for the 990 and to file PPP loan forgiveness this month. [See also:](#)

[Dashboard 3/31/21](#)

Questions:

- Can we boost **CCTV Productions**? Suggestion to ask Architects rep to provide insights and testimonial.
- **Underwriting** - \$5K more to raise. Can use help with contacts with local businesses. Mary knows head of Vermont Employees Credit Union. Kathleen will follow up.

[Executive Director Report - See Agenda](#)

CCTV Development Results - CCTV Development Results: We are on goal for our development work. Waiting for grant news from Lisa Steele, National Life, VCF, National Council on Humanities. Working on additional [Summer Youth Funding](#) and [NEH Archiving](#) grants this month; additional underwriting and Anniversary Campaign.

4007-Contributions	55,080.99	86,000.00	-30,919.01	64.05%
4008-Grants	19,000.00	38,660.00	-19,660.00	49.15%
Total 4010-Public Support	74,080.99	124,660.00	-50,579.01	59.43%

4020-Program Fees				
4030-Underwriting Fees	5,000.00	10,000.00	-5,000.00	50.0%
Total 4020-Program Fees	5,000.00	10,000.00	-5,000.00	50.0%
Total 4000-Income	79,080.99	134,660.00	-55,579.01	58.73%

Anniversary Campaign Goals and Workflow - Based on the chart above, We want at least \$30K more in contributions this year. We can set a goal of \$37K for 37th Anniversary and will identify:

- *Level 1 Givers* willing to bankroll \$20K Challenge Grant = \$1000 x 20.
- *Level 2 Givers* invited to give \$370 x 20 = \$7400. Time Frame: Mid April - End of May.
- *Level 3 Givers* are 100 *new* givers at any level = \$10K. Time Frame: June.

We will want to be creative with ID new givers campaign. Will need help with innovative ways to open the funnel with smaller, first time gifts (\$37 for 37 Years). Kathleen to follow up with each Board member.

See draft "pitch"/ correspondence and assignments from Kathleen. Short workflow:

- Mail Challenge Grant solicitation to 40 supporters week of 4/20 (Level 1 folks capable of \$1K gifts)
- Follow up with phone calls week of 4/27
- Mail a solicitation to the Level 2 (capable of \$370 gifts) with email follow ups -- possibly phone.
- Kathleen will meet with each of you to determine your short list of contacts and script.

ED Evaluation - Status/ Timeline (EM/JK) - Erin will prepare evaluation tool by Blue Avocado and distribute to the board and senior staff for evaluation. Goal to review materials with Jane after 5/23 with a June meeting with Board and ED.

White Paper Overview/ Presentation (ST/ MS) - <<< PLEASE PUT LINK HERE - Shay and Marry provided an over view of a project that could be incubated by CCTV. Spreads the cost, diversifies revenue. Builds on community engagement beyond meeting coverage. What role can CCTV play in promoting community media production? More center based. Multi media projects. How do we build in house capacity to support civic media projects with an emphasis on neighborhoods and representation of the people who live in our community. The proposal leverages

our competency as a convendor and skills and connections that enable us to build strong partnerships. The project extends our brand and seeds a media ecosystem through explicitly media and others (VT Folklife Center). Maybe we start with a pilot project. Example: Story packages with seven days and other media making partners. Consider street level access to the community. Function as an incubator of community based multi-media projects. We'll want to think through the possibilities, look at financial implications. Maybe fund internally to start.

This proposal is offered by the CCTV which has been asked to think about the future of our organization and how it can look different than it does today.

Strategic Direction Discussion - Discussion of importance to revisit strategic direction before undertaking a new project during a time of transition. Board member concern that process will get in way of doing something. Staff member concern that there is a sequence of events to refreshing direction, looking realistically at the work currently underway and our capacity for development and delivery.

Discussion of how to Review Strategic Framework and Result We Seek - See [Work Materials](#), which include a summary of [strategic direction and links](#) to planning documents which show a consistency of purpose and that we have achieved many of the objectives we set out to accomplish to date.

One of the processes we have used to identify our direction and workplans and metrics is ["Results Based Accountability" a straightforward way to assess and plan our direction, laid out here.](#)

- **What difference will we make by 2026** and how we know we are successful
- **"What it Takes to Work"**
 - Current Work Plan 2021-22 (MO) - "What we have on our plate for rest of 2021 and into 2022.
 - Scenario Planning: Ideation, Research, Financial, Assessment of Viability
 - Project/ Partner Development

In light of strategic direction, the type of succession planning for the chief executive, board and senior staff members becomes specific. We can continue as an umbrella organization incubating new ideas or spin off management of current projects, and take up new projects. These call for entirely different board and staff requirements. We want to be sure that the staff and board share the same strategic direction. We also want to be clear on the investments we have made to create a unique community media center that provides a variety of media services including production, education, advocacy and archives.

Note: Please see [Scenarios and Leadership Impact for further discussion](#).

Discussion and agreement to proceed with Strategic Vision Refresh. LG and Erin will discuss next steps and report back.

Agree to report briefly to Trustees at Joint Meeting Next week. (That meeting has been postponed as of this writing).