

CCTV Center for Media & Democracy

Town Meeting TV | CCTV Productions | Vermont Language Justice Project

MINUTES

14 April 2022 - Thursday

10:15 a.m. - 11.30 a.m.

CCTV HQ - IN PERSON - 294 N. Winooski Avenue BTV

Upcoming Meetings: 4/14, 5/19, 6/9 (confirm), Anniversary Party - 38th Thursday 6/9, CCTV Strategy Session with Staff 4/20 at 1.30 p.m. - Board Welcome

Additional Meeting Dates for Consideration: 7/14, 8/11, 8/22, 10/13

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

Staff: Meghan O'Rourke, Jordan Mitchell, Emily Brewer, LG Davitian

1. For Adoption

> **Financial Report** - [March 2022](#) - Approved - 50% of the year - Revenue is ahead of Expenses. Need more focus on individual giving. Grant revenue expected to be more than budgeted. Focus remains on VLJP. 5-6 months of revenue "in the bank".

> **Minutes** - [March 2022](#) - Approved

2. Reports/ Review/ Discussion

> **Dashboard** - 3/31/22 - [Link](#) - Should be fully updated by the end of April with marketing/ production metrics. The financial data for 3/31 is up to date for review.

> **Board Member Nominations** - [Elaine Haney](#), Eric Covey

[Board Terms](#) - Our goal is to add 4 new members by 12/31/21. Erin and Jane will be rotating off at that time. That will bring us to 7 members by year's end.

The Board unanimously approved **Elaine Haney** to join the CCTV Board. Elaine brings experience as part of the Trustees, a deep commitment to democracy and to the work of Town Meeting TV. The Board is very excited to welcome Elaine.

Elaine's work on the DEI Leadership Team with Bryan at CCRPC will also be informative as we start to consider how to construct this conversation and work ahead for the organization.

Eric Covey is interested in joining. Erin will follow up with him to chat and bring his name forward at the May meeting. Eric is a community activist and social justice champion who also has a strong pro-democracy, pro-archives and outreach leaning.

[Board Recruitment Update](#) - The Board reviewed the current list. Our goal is to increase representation by age and cultural background. We are looking for skills related to community building, development, legal, pro-archives/ other programs.

The Board recommended asking VLJP Director if she has recommendations. We want to be cognizant of placing expectations of representation on a small handful of activist BIPOC community members.

Mary checked with Chloe Tomlinson, Director of the Community Division at Front Porch Forum who will get back to us.

See additional notes under Board Recruitment Update.

> **Succession Planning Update:** Timeline/ Agenda - [Planning Document](#) - Meghan - Staff work is starting this week.

Meghan Reported that Succession Planning work includes:

- On the ground budget planning with staff (starting with Tech and moving on to program budget work, as a template for future inclusively planned budgets)
 - Strategy Direction Refresh for Staff on 4/20 (2 sessions) Note specific questions in the [Strategy 2021 Document](#) to guide the staff discussion.
 - Programmatic leadership design with smaller workgroup to identify the needs internally and update ED Job description accordingly. Design this to capitalize on natural leadership in the organization.
 - Mid-July presentation to Board on leadership requirements and budget implications.
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- April 18 RBA Budgeting Using Tech Planning Lens (Kim)
 - April 20 CCTV Strategic Planning/Mission Alignment (MO/LG)
 - April 27 CCTV Strategic Planning/Mission Alignment Part 2 (MO/LG)
 - April 25 Staff Tech needs for Budgeting (staff) (MO)

- May 17 Programmatic Leadership Mapping Part 1 (Michael H)
- May 24 Programmatic Leadership Mapping Part 2 (Michael H)
- May 31 Budget Planning for Programmatic Leadership

We are at a natural growth point where the ED does not run everything but relies on other organizational leaders to help make decisions and generate/ allocate resources.

For next meeting: Market rates for EDs/ Program Heads.

> Archiving Program Briefing - Jordan Mitchell, CCTV Archivist - Jordan gave a great visual presentation of the archival accomplishments since she came on board and the work ahead. Over the past six months we've digitized:

1635 DVDs - 40% completed/ Phase 1 could be finished with 1 year, Phase 2 (to make public) will take longer).

345 VHS tapes - 30% completed - 5000 tapes left, this could take 5-10 years depending on number of VHS decks, staffing, funds.

120 new Drupal Entries

Total archives digitized 37% complete.

Intern (1 month) helped with 100 programs.

Instagram as a great outreach tool - 15 posts a month, 640 followers.

Interesting recent community archiving projects: Big Heavy World (242 Main St video), Vt Woman (13 wikipedia entries) and City Market anniversary video. Some of this work was commodified for a portion of the cost.

As a result of NEH grant and Summers/ Yadin contribution, NEDCC delivered a preliminary report to evaluate our practices and gaps to address. These include storage solutions, intellectual control, policies and development of a digital preservation team. NEDCC will work with CCTV over next 6-8 months (NEH grant) to implement recommendations (in coaching capacity) and position us for a larger grant in 2023.

> **Development Update, Anniversary Party, Election Campaign** - Grant applications - [For Review](#) - Anniversary Party slated for Thursday 6/9 at Little Park (across the street) from 5 - 6.30 p.m. We are planning a concentrated marketing effort for elections to include FPF, bus ad buys and direct mail to W5 voters to raise awareness and see what type of revenue we generate from this. Hope Green is also helping us with this.

From Agenda: General Operations Update

CCTV - Based on recommendations from Todd Wimette, the CCTV treasurer will start to review the monthly Bank reconciliation. Jane and LG are meeting on Thursday to develop a simple accountability procedure.

Advocacy - The VT Senate is now looking at the House recommendation for VAN's FY23 Budget request for \$600K. The [Alliance for Community Media Northeast Conference](#) road trip at the end of March with several staff members was a fun and productive event. Many lightbulbs about how we can add to our workflows.

Re: Advocacy: Given the different ways that each NE state handles its franchising and cable regulation, it looks like there will be a variety of solutions to the PEG revenue decline. For example, NY state community media centers (about 20) share franchise fees with municipalities. Both sets of entities stand to lose significant revenue. NY's Alliance for Community Media recommends a new streaming service tax (bc NY is one of a handful of states that does not yet collect on this revenue). Also of note, California is on the verge of passing a bill requiring PEG channels to be shown on HD. This is modeled on legislation in Maine that is back on the legislative agenda this year.

Development - Development activities largely focus on VLJP. In March we applied for 9 grants. We were awarded funding from Ben + Jerry's Foundation and People's M&T Bank to date (\$10K). We have a couple of large proposals slated for April (Vt Arts Council Digital Capacity Grant, Vt Community Fund Health Equities). The list of grants applied for and pending for all areas may be found here:

<https://docs.google.com/spreadsheets/d/XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX>

We received a generous annual gift from the Fountain Fund in early April for \$20K. (That would get us to 30% of our goal for contributions). We could use Board help in thinking through our Anniversary and Election campaigns to expand our contributions. We are implementing workflow changes to "make the funnel bigger"

and to welcome new entrants into our circle of free speech. Thoughts to share on this during the meeting.

REVENUE DETAIL FY 22				
As of 03/31/2022 (50%)	FY22 YTD	FY22	FY22	FY22
	Income	% OF Goal	Budget	% Total Income
Public Support				
In Kind	\$0.00	0%	\$0.00	
Grants (Foundations/ Corporations)	\$ 68,822.58	0%	\$200,000.00	34%
Contributions (Donors)	\$ 26,847.04	25%	\$106,000.00	25%
Contributions (Town Meeting TV)	\$ 277,069.98	50%	\$554,140.00	50%
Board Giving	-			
Major Donors				
Benefit Events				
Total Public Support	\$372,739.60	43%	\$860,140.00	43%
Program Fees				
Fees & Services	\$66,471.13	67%	\$99,500.00	67%
Registration Fees	\$0.00	0%	\$0.00	
Underwriting (Corporations/ Foundations)	\$3,000.00	0%	\$0.00	
Total Program Fees	\$69,471.13	70%	\$99,500.00	70%
Investment/ Interest	\$179.03			
Total	\$442,389.76	46%	\$959,640.00	46%

CCTV Productions - Business has been steady. Mentioned last meeting that we will not be doing the Champlain Graduation. We worked with Spectrum on their Sleep Out in March and have two interesting documentary projects for April in May, including Suicide Prevention interviews (\$7500) and explainer for Vermont Public Health Association (\$2500) in addition to the VPHA annual meeting livestream. Vermont Law School has finally hired an IT/ Video staffer, but expect to work with us again and offered high praise for our work with them over the past year. We over 60% of our goal.

Strategic Planning Documents: [Strategic Planning Document To Dos](#). Staff ["What it takes to Work" Results](#)

