

CCTV Center for Media & Democracy

MINUTES

10/26/21 - 10.15 a.m. - In Person

Upcoming Meetings: 11/16 (Zoom), 12/14 (no Erin) - 10 a.m.

Attendance: Shay Totten, Erin Malone, Mary Simons **Absent:** Jane Knodell (feel better Jane!)

Financial Report - [September 2021](#) - Draft end of year financials reviewed. We performed well given the challenges of the year and met our budget goals.

Minutes - [9/22/21](#) - Reviewed and approved.

General Operations Update - Town Meeting TV (MO), CCTV Productions (LG), CCTV Development (LG), Advocacy/ VAN.

Conversation revolved around boost in CCTV Productions business and effort to diversify staff skills re: project planning and tech.

Also Board approved DOH / CDC Health Disparities grant for the Vermont Multilingual Taskforce work. This project, housed under AALV for past year and run by Alison Segar, translates public health messages into 10 languages. CCTV has been asked to house this project and assessed that there are several pros: aligns with our strategic vision, diversifies our base of community engagement, community media next generation. This is a pilot that would show how other state agencies can integrate translation of public messages into their work.

Plus \$150K is available per year for the next two years (through May 31 2023, with expected extension to 9/30/23). VT Dept of Health has indicated willingness to help ID other revenue sources. The Cons: overhead and rent (20% which project represents) would not be covered. Net contribution of CCTV to grant about \$40K. These expenses have already been budgeted for, however we want to ID these resources going forward. Important that we invest in Marketing Play from Day 1 and take up Year 2 revenue asap.

Board agrees that this project should be adopted as part of CCTV programming.

Board Nominations - Bryan Davis - Unanimously approved with thanks to join the Board.

Greetings Board and Staff: My name is Bryan Davis, and I'm interested in joining your team. I live in Burlington with my family, and by day I am a transportation planner with the Chittenden County Regional Planning Commission (CCRPC). Over the years I have been trained on your equipment which I used to film CCRPC Board meetings for a couple of years; I borrowed equipment to make project videos; I've been both a host and guest on shows on CCTV; popped in just to say hello to staff, and more. I recognize and appreciate the doors to community access, free speech, and open government that CCTV has opened since 1984, and I would welcome the opportunity to be part of your future in serving our communities. I'm interested in continuing your great work while dreaming up new ways to make media and information accessible, understandable, and equitable. I'd be happy to answer any questions or share more about myself. Thank you for considering me! Bryan Davi

Dru Roessle is interested in supporting us but thinks her NEK location is prohibitive. She will share board prospects with us.

[Jen Berger](https://www.attherootvt.com/), <https://www.attherootvt.com/>

[Trav Fryer](#)

[Jasmine Parsia](https://www.jasmineparsia.com/Here), <https://www.jasmineparsia.com/Here>

[Andrea Solazzo](#)

[Dan Kirk](https://www.44degreesnorth.com/), <https://www.44degreesnorth.com/>

[Lydia Kern](#)

Other Board prospects - short term

Kaelyn Murray - LG

Mohamad Jafar - ST

Jeetan - MS