

CCTV Center for Media & Democracy

Town Meeting TV | CCTV Productions | Vermont Language Justice Project

MINUTES

12 January 2023 - Thursday

10:15 a.m. - 11:30 a.m.

CCTV HQ - 294 N. Winooski Avenue BTV

Upcoming Meetings: 2/9, 3/16, 4/13, 5/11, 6/8 (Annual Meeting), 7/13, 8/24, 9/14 -
Check Dates | [Board Calendar + Agenda Items](#)

Resources: [Board Handbook](#) | [Board Terms](#) | Dashboard [Link](#) | [Strategic Direction](#)
| [Succession Model Proposal](#) | [Bylaws](#)

Present: Elaine Haney, Mary Simons, Shay Totten, Bryan Davis, Eric Covey

Absent: Tony Collier

Staff: Meghan O'Rourke, Jordan Mitchell, Bobby Lussier, LG Davitian, Alison Segar

3. For Adoption

a. Financial Reports - [December 2022](#) - [Dashboard Update](#) 12/31/23 - Approved

b. Minutes - [December 2022](#) - Approved

4. For Discussion / Decision

a. Check Board Dates - Looks good.

b. Board Retreat Recap - See Noonmark report below. Reflection:

Bryan appreciated the value of the line between Board and Staff responsibilities.

Shay thought that given the transition period we are in, that traditional model and traditional lines may need to be more flexible and would like to ruminate on this question and see how the new leadership structure could engage board strengths and make it more "tactile" rather than "hands on". Thinking about what role the Board can play as leadership moves through the organization in different ways. Going forward the Board and Staff could have discussions on these questions of leadership roles.

Mary feels that she could be of more value if she could understand what role she can play.

Elaine spoke with co-directors and gleaned that it would be useful to keep financials on the monthly agenda, move program presentations up and tie our work into the Strategic Direction. Elaine introduced the [Board Calendar + Agenda Items](#)

Eric: this gives us a tangible roadmap. Our balance/operational balance is set pretty well. Then the “slide slider” of where we want to focus may help us recalibrate. Incorporating the strategic document into our annual calendar helps keep it front and center.

Bryan: This is a good way to maintain awareness of the strategic goals.

c. Co-Directors Report - TBill, New Staff, End of Year Fundraising, CCTV Contract with Town Meeting Trustees planning on the books (See Report Below). **Congratulations Jordan Mitchell** for your new Co-Director position. Her job is 20 hours Archives and 20 hours Town Meeting TV. The Co-Director of Production job has been posted which will be 30 hours for Town Meeting TV and 10 hours for CCTV Productions.

d. Development Update: Development Dashboard; Board Thank You’s to Top Givers;

We’ve been working on a new Development Snapshot. Underwriting renewals are high. Having conversations with small grants in support of VLJP + a full proposal to UVM Medical Center. Bobby passed out a list of names to each Board Member to ask them to call and thank some of the larger donors. The idea is to cultivate the donors and to develop a relationship with them. To invite them to Anniversary Party, to then to ask them in December for an increase for Holiday Campaign 2023. Bobby will send out data on past five years of giving.

Conversational Topics: What inspired you to give? Anything stand out? Perhaps discussion of Nat’s passing and opening for discussion of Nat Ayer Archive Fund. May also want to let them know that CCTV is undergoing a leadership transition and that we are starting to prepare for the 40th anniversary in June 2024.

d. DEI RFP - VCF Grant, RFP for Equity Audit - Next Step on Proposal. Development Dashboard. Bobby met with Elaine, Meghan and Bobby and will plan to contact CQ

Strategies (Ita Meno) to discuss and bring this up at the next meeting.

CCTV January 2023 Development Data

Fiscal YTD Data (October 1 through January 10) for each year

	FY23	FY22	FY21	FY20	FY19
Indiv Donation Total	\$17,480	\$12,195	\$21,399	\$7,228	\$14,462
# Donations	74	66	115	58	39
# New Donors	10	8	31	19	3
Retention Rate FY	25%	39%	52%	37%	43%
Underwriting Total \$					
 \$\$	\$5,000.00	\$3,800.00	\$3,500.00		
# Underwriters	5	6	6		
Small Grant Total \$\$					
 \$	\$12,500.00	\$12,500.00	\$18,500.00		
# Small Grants	2	3	3		
Total Dev Revenue	\$34,980	\$28,495	\$43,399	\$7,228	\$14,462

Note: Retention Rate for prior years applies to whole FY

f. **Program Update: Vermont Language Justice Project.** It's been an amazing year for the project. We've doubled the staff, known nationally. Produced 34 public health messages in 2022 in 16 languages, now at 120K views all over the world. We are still focused on COVID but we are able to be more creative. For example: energy drinks is our most recent psa. We are working with CHT, Hunger Free Vermont, CEDO (legal resident voting) and many upcoming projects come every week such as vaping PSA with Burlington Partnership. EPA inquiry on the table about what we do. Right now we are answering calls.

Also we will be working with a UVM Intern Geography Department to gather more information from our YouTube analytics and focus groups in order to determine if there is a change in behavior from what we are producing.

The future: We are looking at how to be sustainable. Will be an organization that simply produces or will we work as an intermediary organization to help advance the field of language access in Vermont. Our business planning anticipates that VLJP will emerge as a combination of production house and leadership organization funded by fees for service and small and large grant funding.

To do: 7 Days Pitch, Vermont Public, Vermont Edition, Across the Fence

The Office of Racial Equity is issuing their Language Access Report which will accompany legislation to ensure that Vermont becomes in compliance with federal requirements for language access. We are hoping to be included in that report

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Co-Directors Report

Happy New Year! We are so grateful for your leadership during this exciting time of transition. In December we said goodbye to two key staff this past January. Kim Villemaire (Master Control) has been with us for close to 10 years starting as a field producer and moving into her skill strengths position of managing our playback and technical work. She will be greatly missed however we are pleased that she is starting her own copy editing business in Montpelier. Jordan Butterfield picked up the production reins during Covid having started as a field producer covering municipal meetings and events. He really helped shephard our technical systems through the pandemic and brought real feeling and precision to his work. We are excited to see him off and back to school at Champlain College.

We welcomed new members Kate Heppner (Content Curation/ Master Control) (internal hire) and Naomi Honiker (Tech Associate/ Video Engineer).

As part of our organization transitions, Jordan Mitchell has taken up the role of Town Meeting TV Co Director of Operations. We will be hiring for a Co Director of Productions to replace much of the work Jordan Butterfield had been doing. Together the two Jordan's had been taking up the management of Town Meeting TV overall and we hope to solidify that transition with this new hire.

T-Bills - Purchase will take place this month with the help of Merrill Lynch which will charge us a nominal fee (2 basis points or about \$100) for a 12 month TBill which is coming in at a rate of 4.46%, looking at a yield of about \$13,900 for the period (\$300K). We are also exploring a money market account for an additional \$100K of our reserve at a 3.9% return (we are current getting a .5% at M+T).

Advocacy - With VAN, CCTV has found a sponsor (Rep. Avram Patt/ Washington

County) for our pole attachment bill. It is in Legislative Council now and we should see a draft in the next few weeks. We think it will take 2-4 years to pass this bill, given that it generates a new excise tax, opposed by the Governor. We will have more to share with the Board's and supporters once the draft is released. VAN is also pursuing an FY24 General Fund allocation of \$1 million. For this, we will be asking for support at the House Appropriation Committee Public Hearings in February. Stay Tuned!

Development Report - Bobby Lussier will deliver a development update at the meeting. He will also be asking Board members to join us in thanking our generous donors and building a relationship with five of them over the course of the year. We appreciate your help with this very much. Other updates include grant applications to the UVM Medical Center for a VLJP grant, archival support from the NEH, and smaller grants from Vermont funders. Bobby's done a good job with Underwriter renewals this year.

CCTV Audit - Wisehart and Wimette have collected all of the items needed for our organizational audits and will continue working with Sarah Berger to wrap that up by February.

Town Meeting Forums and Legislative Programming - January kicks off a new legislative and election planning season. In year's past we have had our own camera in the statehouse to live stream the legislative inauguration and Governor's state of the state. This year we partnered with VT Public to share their livestream. We will have a crew in the statehouse on January 20th to record the Democratic response to the Gov's budget address and to meet and greet interviews with legislators from the Chittenden County delegation. In addition we will be doing regular legislative programming during the session in the Town Meeting TV studio.

Town Meeting is on March 7th this year. We will begin forums with candidates and on ballot and budget items in February. We expect a full lineup of election programming and a results show on that first Tuesday.

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BOARD REPORT: From Jane Van Buren Noonmark, attending the January 2023

Board Retreat Analysis and Suggestions: The four Board members who attended this mini-retreat were enthusiastic in their support of the organization and eager to do the right thing as it's governors. However, the fact that only 4 members attended indicates to this consultant that the engagement of the Board needs attention. The challenge is to increase that engagement at the Board level and not let it move into operations under the impression that the Board needs to be directly involved with staff in order to understand their concerns.

It is a difficult balance, but one that must be maintained. The co-director's authority as leaders of the organization must not be undermined, even in a flat organizational structure. Some suggestions:

- **Board leadership should structure Board meetings** to focus on increasing the effectiveness and engagement of members.

- a. **Build agenda in partnership** with co-directors

- b. **Focus board discussion on the what the board wants to work on to build the governance of the organization** – with the caveat that this does not mean a closer hand in operations

c. Set a Board calendar that reflects the strategic ideas of Board members.

Make time for those discussions at every meeting.

- **The Board needs to recruit new members** – what are you looking for? Take a census of the current Board composition, including age, race, ethnicity, socio economic status, occupations, life experience etc. What is missing? Focus recruitment there. This is the Board's job – not the co-directors.

- **Increase the Board's knowledge of what the organization does and who does it.**

- a. Schedule 15 minutes at some Board meeting to **hear from different program areas** – what do they do, for whom and what is their impact. The Board's job is to listen.

- **Increase the communication with the co-directors.** They are the conduit through which the Board learns what's going on.

- a. **Discuss the co-director's report to the Board.** Is it giving you the information you need to govern? How often do you need a report – is quarterly sufficient? What data should be included? Have an open conversation with the co-directors about what is needed. You probably don't need as much detail as you think you do.

- b. **Financial reports must be understood by the Board;** however, they do not need to be the focus of every meeting. Remember that financials reflect what is in the past –

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Board should focus their attention on the future.

c. Schedule regular check – between Board leadership and the co-directors, monthly as you are building the Board agenda is a good time.