

1 **Northwest PEG-TV**

2
3 Board of Directors
4 November 19, 2012
5 Minutes

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7 **Present for a quorum:** Tyler Comeau, Rick Tatro, Gregg Gervais, Joey Russo, David
8 McWilliams, Elizabeth Malone, Jill Snapp, Joe Halko, Virginia Holiman, Marilyn Grunewald
9 **Visitors:** Kris Hoyt, Mike Montanye, Jerry Vaisey, Kathy Lavoie

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11 1. Call to Order: Kathy Lavoie called the meeting to order at 4:31 p.m.
12 2. New Business-
13 2.1 Strategic Planning Session- Kathy went over the Strengths, Weaknesses,
14 Opportunities, and Threats. Listed for Strengths are decreases in money for
15 overhead, staff, community support, team work BOD, good programming, financial
16 standing, unique services, and needs are flexible, multi generation BOD. Listed for
17 Weaknesses are limited space, time constraints, channel limitations, geographical
18 limitations, viewership limitations, telecommunications limits, single funding
19 stream, low public profile, promotional limitations, unaware or services, Comcast
20 limits viewer. Listed for Opportunities are working with school programs, students
21 and staff, increase viewers, Comcast link, self-promotion, nonprofit link,
22 sponsorship, municipalities/community events, promotion by videographers. Listed
23 for Threats are satellite promotion and "deals", decrease in funding via Comcast,
24 complacency as a BOD and organization, decrease in Comcast viewers,
25 deregulation, space at BFA, loss of BFA network, YouTube, and too familiar to
26 lesser forms.

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28 Increase Numbers of Producers to 100% By 2015 (3 years)

29 Goals to get there:

30 **~Attract Young Producers**

- 31 - Cooler Shows (Young topics, high school events)
32 -Video Contest (Local and national)
33 -Local Bands
34 -Increase documents (school/groups, local)
35 -Start Younger
36 -Summer Camps
37 -Oscars/Awards
38 -Award Ceremony
39 -More Even Coverage

40 **~Engage More Non-Profits**

- 41 -Think tank to generate list of non-profits and ensure a variety of organizations
42 -List of benefits of partnering with NWA-TV
43 - Brochure
44 -Website
45 -One-on-one introductory meeting
46 -Program showcasing local and non-profit- to help get new organizations feet wet
47 -Promotional DVD's

48 **~Outreach to Smaller Towns**

- 49 -All towns' have a web cam like Saint Albans- Install and access to network
50 direct link on our end.
51 -Sheldon Board Member- Increase by law to have 12 board members.

- 1 -Local training classes
- 2 -More shows from smaller towns
- 3 -People who do web shows-- approach them for a Channel 15 Show.

4 **~Next Step:**

- 5 -Next strategic meeting is to discuss Timeline, benchmarks, and measurements.
- 6 -Set priorities for each category.

8 3. Treasurer's Report- Report was provided in board packet. Elizabeth Malone reported that
9 they have an overage for the advertisement sign at the Collins Perley Sports Complex, but
10 it was a great deal. If any questions about the report, please notify Elizabeth Malone.

11 4. Executive Director's Report- Rick Tatro spoke with the Highgate Irena about the
12 advertisement banner for the hockey rink. The banners for both the Highgate Irena and the
13 Collins Perley Sports Complex will be hung before the hockey season. Elizabeth Malone
14 and David McWilliams are working on the 2013 budget which will be proposed at the
15 December 17th, meeting.

17 5. Approval of Minutes

18 **Marilyn Grunewald made the motion to accept the minutes as presented; Gregg**
19 **Gervais seconded the motion. The motion followed 7-0.**

20 6. Communication- Virginia Holiman exclaimed that she spoke with several librarians about
21 getting on a regular schedule and potentially parents and daycares about a storytelling on a
22 regular basis, she spoke with Rose Dewese to help out as well. The United Way auction
23 did a great job. The Election coverage was done very well, and looked very professional.
24 The board is very excited to have Tyler Comeau join the board; he is a high school student,
25 which really helps out for the new technology and all of the advancements.

26 **Joe Halko made the motion to adjourn at 6:02 p.m.; Virginia Holiman seconded the**
27 **motion. The motion carried 7-0.**

28 Respectfully submitted,

29 Brianne King, Board Secretary

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David McWilliams, President

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Tyler Comeau

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Rick Tatro, Vice President

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Gregg Gervais

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Marilyn Grunewald, Treasurer

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Joe Halko

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Jill Snapp, Secretary

Joey Russo

Virginia Holiman