

KLTV BOARD MEETING MINUTES

Tuesday December 8, 2015 noon
at KLTV studio

Call to Order: Gary Chapin, President, called the meeting to order at 12:00 PM.

Roll Call:

Post. 1 - Andy Hamilton	Excused
Post. 2 - Gary Chapin (President)	Present
Post. 3 - Brian Magnuson (Treasurer)	Excused
Post. 4 - Rick Winsman	Present
Post. 5- Keath Huff	Present
Post. 6- Erin Zeiger (Vice President)	Present
Post. 7- William Marcum	Present
Post. 8 - Melissa Boudreau (Secretary)	Present
Post. 9 - James Johnston	Present

APPROVAL OF THE AGENDA:

GARY CHAPIN

Rick Winsman approves agenda as written
James Johnston seconded approval
No discussion
Agenda approved

APPROVAL OF MINUTES:

MELISSA BOUDREAU

Monthly meeting minutes from October 27, 2015
Keath Huff approves minutes as written
Rick Winsman seconds approval
No discussion
Minutes approved

TREASURERS REPORT:

BARRY VERRILL

Financial Report through November 2015

5020 over budget as a result of lawyer fees and lunch provided to board members
A new financial report will be issued prior to the end of the year, lapse in time of financial report was due to the November retreat instead of meeting. Later in the month board members will be asked to vote on financial report via email later in the month.

Keath Huff approves Financial Report as written
Rick Winsman seconds approval
No discussion
Financial Report approved

EXECUTIVE DIRECTOR REPORT

BARRY VERRILL

Kelso has a proposed franchise agreement. Barry will send out the proposed agreement via email for those members interested in reviewing the content. Positives of the agreement: KLTV will now be listed on the electrocinic program guide at a cost of \$200 a month per channel. This cost is reflected in the most recent budget listed on line item 5000 "Advertising and Promotion". Negatives of the agreement: language about Comcast taking channels back if KLTV does not meet the designated standards (first repeat or second repeat--8 week period in a 6 hour block). Public is our area of concern, Barry needs to encourage producers to create much more programming. KLTV does not place programs on the channel currently. Instead we teach the people to become their own producers and place programming on the channel. Keath requests an executive summary of what we are currently producing so we have a better comparison of how far off we are in this goal. There is a provision to convert to HD. Government would convert first. 80% of the content has to be produced in HD for 3 months prior to the conversion being approved. There is a .50 per subscriber fee that will help in the conversion to HD but will take several years to save up. Barry requests the approval of spending for robotic cameras for the City of Kalama, requesting an amount not to exceed \$50,000.

Bill Marcum motions to spend \$18,000 out of capitol to add to the already approved \$32000 to complete City of Kalama project

Erin Zeiger seconds
No discussion
Approved

OLD BUSINESS:

(ALL)

KLTV Board Retreat Gary shares that the time spent of 6 hours was very valuable. Erin shares that meeting with Sue background was very insightful and challenged some of our current practices. At this point we don't have the data and information that we need to move forward with our strategic planning. Bill was excited about the possibility of streaming which important for keeping a strong subscription customer base. We really need some more advertising and marketing of KLTV which would most likely to lead to revenue streams. Rick discussed his dissapointment that a month has passed and no action had taken place. The goal would be nice have a plan by January 1st. Overall all members agreed it was a valuable experience and has given us a more clear focus as we move forward.

NEW BUSINESS:

ERIN ZEIGER

Sue Buske Group Proposal

Sue has created a strategic plan and roadmap for KLTV moving forward. Two elements exist in the proposal #1) an online survey to gather information #2) create focus groups for gathering information Our end goal is to take the results of the survey and then creates a strategic plan and scope of work will be created to move forward.

Erin Zeiger motions to move forward with requesting an official proposal with a price tag

Rick Winsman seconds

No discussion

Approved

PROPOSED 2016 BUDGET

BRIAN MAGNUSON

Keath Huff approves budget as written

Melissa Boudreau seconds

Discussion:

Bill questions the budgeted amount for adding the robotic cameras in Kalama, is there money also budgeted for additional staff. Barry explains that there is an amount budgeted for one new full-time employee including benefits.

Approved

MEMBERSHIP COMMENTS

Please limit to 5 minutes each

Todd Dodgin, City of Longview

Todd shared a short update on the process of gathering information on satelite subscriptions. The process was too difficult and cumbersome. Deadline for gathering information was today. City will not move forward with this process.

RECESS TO WORK SHOP

GARY CHAPIN

Discussion of Barry's upcoming job review and possibility of Christmas bonus.

Rick Winsman motions for a Christmas bonus for Barry

Keath Huff seconds

No discussion

Approved

ADJOURNMENT- 1:26PM

Next Regular Board Meeting: Scheduled for Tuesday, January 26th, noon at KLTV