



**KLTV Board Meeting Minutes
Monday, September 27, 2021 3pm
Zoom Meeting**

Call to Order

Alice called the board meeting to order at 3:04PM.

Roll Call:

- Post. 1 – Bart Finnel (Secretary) - Present
- Post. 2 – David Futcher - Present
- Post. 3 – Vacant
- Post. 4-Rich Coleman (Vice -President) - Present
- Post 5 - Vacant
- Post. 6 -Marlene Johanson (Treasurer) - Present
- Post. 7 - Alice Dietz (President) - Present

Approval of the Consent Agenda:

Alice Dietz

- Motioned to approve consent agenda by Marlene and Seconded by David - Motion Carried.

Approval of Minutes:

Bart Finnel

- July 26th Meeting Minutes - Motioned to approve the meeting minutes by David, seconded by Marlene - Motion Carried.

Treasurers Report:

Financial reports July & August 2021

Marlene Johanson

JULY Review Comments:

- Revenues on par, with the exception of the timing of county and city fee payments, however the cash position remains strong.
- P&L Month by month
 - Revenues are unusually high due to PPP Funds that were forgiven and appear in OTHER REVENUE for July 2021 vs July 2020. July 2021 would have been \$7250.16 and net income of \$-41477.45.
 - Liability Insurance had an incorrect entry of \$2859.86

- The purchase of Castus for \$13,798 in July 2021 accounts for the significant increase in Equipment -PEG Capital.
- 28K without PPP fund would exceeding budget

AUGUST Review Comments:

- A slight increase of \$129785.47 as compared to August 2020, the cash position remains strong.
- P&L Month by month
 - With renters in place, the Rent Revenue has increased to \$4550 per month.
 - Gross profit YTD is \$495751.20, but would have been \$384501.2 without PPP funds.
 - Timing of Cowlitz County PEG Fee payment is the difference between AUGUST 2020 and 2021.
 - Total Income vs budget is \$96K.
 - The 2021 budget was conservative based on on-going COVID concerns and the potential loss of rental income. Net Income would have been \$70,285 without PPP funds, which is \$1700 over budget.

Alice motioned to approve financials as presented by Marlene, seconded by David – Motion Carried.

2020 Audit letter from Booth - Davis

Barry Verrill

- Jackie Davis sent a letter, indicating that she is unable to perform a full audit. Discussions regarding the need to seek another firm to conduct full audit.
- David indicated that organizations of this size generally are not required to have a full financial audit. No constituents are requiring such an audit; therefore, it was collectively agreed by the board members that KLTV will not perform financial audits moving forward.

Old Business:

L & I Incident

Barry Verrill

- An employee is on limited duty and is not able to complete field work. They are currently conducting city and county meetings. Barry indicated that only incident in 14 years.

HD Channels/ Longview Hybrid meetings

Barry Verrill

- Barry has prepared an equipment list. Although we have an idea to share costs across all constituents. Many times, the cities and county do not align timing and funding of the proposed changes, nor do we have confirmation that Comcast would provide the HD channels.

- Barry presented the equipment needs to Chris Swanson. Barry suggested that the costs be divided by viewership. County first. Follow-up next Wednesday October 6th.

New Business:

Alice has received a request from James Johnston to rejoin the KLTV board of directors. Upon discussion, David motioned to invited James back to the board and Marlene Seconded. Motion Carried. Jim was subsequently invited to participate in the board meeting. Welcome back to the KLTV Board of Directors, Jim!

Executive Director's report

Barry Verrill

Adding part time Employee

- Down one staff member – Express Employment to assist in filling Government Meeting Coordinator.
- Discussed the possibility of having a high school or college student to work part-time to help fill current gaps as well as build a potential pipeline of talent.
- Alice voiced praise and kudos to Shawn for picking up the truck duties.

Parking Lot Rental.

- Lot across the street has been cleaned up and Barry was asked to rent it out. Original offer was for a \$1000. Chris Rowe has mentioned we could get it for \$750. Barry would like us to consider this.
- Bart indicated that this is not a good use of funds for the purpose of parking, as it has not been an issue to this point. The use of funds to further the strategic plan agenda for HD equipment and website updates. Alice agrees and suggests that we ask to increase the parking spots at the Columbia Theater. David shares the opinion that he is not excited about spending money on parking. Jim indicated that there are times that the street parking is limited and KLTV members or Renters may need to walk.

Local Matters - Channel 29 Wednesday 6pm, runs 3 additional times, or on archives David suggests that increase advertising on Facebook, newspaper (TDN) or radio stations. Received board support.

Longview Hybrid Council meetings are nearly complete, at 90% fully functioning. Four KLTV cameras and Zoom fused together. Good progress.

The part-time front desk employee accepted a full-time teaching position and the last day is October 29th. Barry is testing "by appointment only" for our membership. No complaints reported as of yet. A closed front door eliminates the need to have two employees in the building until 9pm.

As Covid is keeping membership participation low, Barry has delayed the purchase editing computers that were in the budget for 2021.

Castus goes live in 2 weeks. Rich offered his services to help Barry with the advertising of KLTV. Alice suggests that Rich, Alice and Barry get together a few weeks after go live to discuss marketing plan.

Recurring Strategic Plan

Alice Dietz

- Alice discussed that she would like to keep the goals to relevant and pressing issues. Thinking of have 3-4 achievable and realistic metrics. Alice has suggested two and called for other suggestions from the board to consider. Barry would prefer to have 1 or 2 at max.
 - 1. New website.
 - 2. HD Streaming Services
 - 3. ? Open for discussion
 - 4. ? Open for discussion

Email Alice ideas for goals for discussion for next board meeting.

Membership Feedback:

No members were present.

Good of the Order:

The next board meeting is scheduled for 3:00 p.m. on Monday November 22 in the KLTV board room.

Call to Adjourn:

There being no further business to discuss, Alice has adjourned the meeting at 3:46 PM.

KLTV Board President
Alice Dietz

KLTV Board Secretary
Bart Finnel