



**KLTV Board Meeting Minutes
Monday, January 24th, 2022 3pm
Zoom Meeting**

Call to Order:

Alice called the board meeting to order at 3:03PM.

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 - James Johnston - Present
Post. 6 - Marlene Johanson (Treasurer) - Present
Post. 7 - Alice Dietz (President) - Present

Approval of the Consent Agenda:

Alice called for a motion to approve the consent agenda as presented.

- David motioned to approve consent agenda and seconded by Bart - Motion Carried.

Approval of Minutes:

Alice called for a motion to approve the December 13nd meeting minutes as presented by Bart.

- David motioned to approve the December 13nd meeting minutes as presented, seconded by Marlene - Motion Carried.

Treasurers Report:

Marlene indicated that we are awaiting the balance sheet, so there will be no finance update at this point. Marlene will follow up, after the full financials are received. We will have an email vote to approve the financials.

Old Business:

Closed Captioning update

Barry indicated that there has been some difficulty on translation of closed captioning. Words, such as, Cowlitz are having trouble capturing the right word. Not as good as we'd like it to be but will improve with time as the computer learns the local vernacular.

Telephone Apps update

David spoke to Charles regarding the play list were several months old. Recent meetings are ok, but not updating the app. It appears the website and the app have to be updated independently. Doesn't seem like they are pulling from the same repository. Delay in the audio, for example, a user needs to turn off silent mode in order to hear the audio of the stream.

Alice suggested that we update the graphic for the KLTV logo as the resolution is not clean. Barry will follow up.

Radio Advertisements

Barry indicated that we are holding off on signing the advertisement contract of \$500 per month, due to the \$90,000 request for capital investment for equipment repairs. Rich explained what he proposed for the advertising campaign of \$11,000 for \$5500. Which equates to a 100 spots per month. Bart supported the spending for the monthly ads, as it will help communicate the improvements and changes to KLTV with the live streaming, Castus relationship, Local Matters topics and the events of the community.

Hybrid Council Coverage

Barry reported that there is an improve the quality of the meetings in Kelso by 25% and other areas as well. It is being well received by the constituents.

New Business:

Executive Director's report

Annual reviews for all employees have been completed prior to the end of the year.

Unfortunately, due to covid, Barry has decided to cancel the trip to Western ACM conference and rolled over the payments to next year.

Equipment/Budget request

The transport system in the truck requires a flexcam cable. The fiber optic cable has failed and needs to be replaced. The cost to replace is approximately \$60,000. Barry is considering attending NAB in Las Vegas for a conference and may have the opportunity

to find a discounted price. Many times, vendors at the conference offer show discounts. We'll wait for a Barry to obtain a quote prior to approving the expenditure.

Tom Lee as a potential new board member

Feb 1st Barry and Alice have lunch planned to discuss with Tom to join the board. More to follow.

2022 Board Goals for KLTV

Alice asked the board members for ideas for goals for KLTV in 2022.

Marlene – Collect data to show effectiveness of proposed advertisements.

Alice – Advertising with a polished product. App is a good way to get more people involve and will be an asset to KLTV.

Rich – Employee cross training.

Bart – Internship to grow the talent.

Community communication ie. High School graduation.

Please submit additional ideas to Alice for consideration, should something come to mind after the board meeting.

Membership:

No members joined the board meeting.

Call to Adjourn:

There being no further business to discuss, Alice has adjourned the board meeting at 4:18 PM.

Good of the Order:

The next Board Meeting: Monday March 28th at 3pm

KLTV Board President
Alice Dietz

KLTV Board Secretary
Bart Finnel