

Windsor Community Television, Inc (WIN-TV)
Minutes of the Board of Directors Meeting
August 25th, 2015

1. The meeting was **called to order** at 7:10

Members present were:

Executive Committee:

Lorenzo Elliot, President

Lawrence Jaggon, Vice President

Adam Vaicekauskas, Treasurer

Elliot Sirota, Secretary

Bill Stephenson, Member At Large

Board Members Present

John Waiveris, Bernie Caliendo, David Raney, Dennis Bivens, Theresa Freeman

The agenda was approved by consensus and moved:

2. **Public Communications:** None

3. Approval of Minutes:

David moved to accept, Bill 2nd, motion **carried** unanimously.

4. **Treasurer's Report:** Current Balance as of July 31, 2015, Total of \$70,243.25

Checking: \$11868.96, Savings: \$25,768.08 CD-\$32,606.21

Lawrence moved to accept & David 2nd, motion **carried** unanimously.

5. **President's Report:** Discussed that Lawrence and Lorenzo will start to plan ideas and location for a board retreat to work on goals and objectives/

6. Jenny-Staff Report:

- 1) TECH: Server upgrade. Replaced the hard drives.
- 2) SHADFEST HONORS: Friday, October 16. We are partnering with the Windsor Historical Society to host it. No cost to us. Each organization from the Shad Derby Bureau nominates someone who has made a difference to the Shad Derby in 2015. Andre Haley is our recognition from WIN-TV. Casual evening, light refreshments.
- 3) Alliance for Community Media is holding their Northeast Conference in Hartford in November 19-21. All the CT Access stations are helping to plan this. Hartford Access will be the main host. If anyone is interested in attending, please let me know. I would like to bring Dee and Howard to this.
- 4) KIDVID was big success
- 5) Hours: Fall hours begin Tuesday, September 8. Monday & Tuesday, 10a-5pm, Wed & Thursday 10-7pm, Friday, 10-2pm.
- 6) ACM National conference
- 7) Asbestos Removal
- 8) FUNDRAISING: Book Fair: Tracy Rotkiewicz wants to do a fundraiser for WIN-TV, Book Fair, but wants us to help. Another idea, a Community Vault – For March 2017? 35th anniversary of WIN-TV
- 9) CLASSES: Digital Editing: An intro and advanced editing class begins September 10 and goes through November 12.
 Filming Chargers: Begins September 22 through November 24
 Senior Voice: Begins September 9
 Board of Directors Production Class: January 26 or January 27

7. Committees:

Technology: Upgraded Hard Drives a planned studio shutdown to update this.

HACTAC: None

Fundraising: Book Fair, Tracy a volunteer wants to have a book fair of hers and others authored books, discussion how to handle this type of fundraiser request. Would like to participate but how do we help and have control over content? and how do we make money with this. Again, brought up Talent show discussion started this meeting by Dennis, we have discussed this in past meetings to think about doing this event again.

9. Old Business: Reminder Shadfest Honors Oct. 16th let Jenny know if any want to attend we need to have someone in attendance, cost is nominal.

10. New Business: BOD Studio training night for all to learn about equipment and what we really do.

Jenny's information from conference, ideas to use in our retreat as well. How do we stay relevant as a community access station in today's social media driven world.

Alliance for Community Media National Conference
Pasadena, California August 2015

Workshop Highlights:

Social Media Strategies

- Use social media content to build long term relationships with community
- Always be thinking how you could turn these relationships into partnership
- Shout outs to other events in the area that have nothing to do with you, but build trust that you are a community team member
- Know your audience
- Create a social media calendar- schedule some posts ahead of time, but not all.
- Engagement. If they follow you on social media, do they go further? Do they donate? Attend events? Do they retweet? That should be your goal.
- Be strong in one platform instead of weak on 6
- You should have a social media policy
- Create groups on Facebook for events

Corporate Sponsorship & Underwriting for PEG

- What does our community need? Try to get a program going and from a media aspect how can you support it
- Solicit and Advisory Board. Different from a Board of Directors. People who have certain expertise who may be willing to come to a meeting or two.
- Most corporate sponsors want to fund community impact.
- Google your own organization before you ask for funding. Know your organization
- Your Board has to get involved. Put that expectation in a write up becoming a Board Member. Are they expected to participate in fundraising or chair an event
- Know your mission. Re-write or update your mission statement
- Americorp or United Way to fund Youth programs
- Local Banks. Go local first.
- Look at what you already do and see if you can turn it into a profitable event or program.

Developing a successful volunteer program

- Have a structure in place so you don't have to reinvent the wheel
- Look at what are good volunteer roles. Where is the need.
- Volunteers should always be feeding your mission
- Don't just find busy work for them. You are "hiring" volunteers. Not just warm bodies.
- Write a clear volunteer job description.

- Orientation. Makes sure they know what you organization is all about. How their job feeds into the big picture. They are more likely to stick around
- Make them feel appreciated. Make them feel welcome. Social events. Perks. Giveaways.

Media Archiving

- Start slowly. Google docs, File pro maker. Do it right the first time
- DVD is not an archival format
- Start with tapes that are fading sooner like ¾"
- Have multiple backups and different formats (.move and mp4), cloud, hard drive, DVD
- If born SD needs to stay SD. 10bit uncompressed for SD
- Don't be cheap and not pay for cloud backup. This is your legacy. You are the only ones who have this footage.

Community Event ideas, Program ideas, Fundraisers

- Your story in 5 minutes. Project for Senior Center. Date them.
- Community Vault- celebrate an anniversary or as an annual event. Build excitement over your archives so community gets invested. Perhaps funders as well. ACM might fund part of this.
- Facility Fee. Remind people that you have studio space to rent out
- Non-profits. Rent out your space to other organizations
- Transferring services. VHS to DVD or flash drives. DVD duplication
- Give a ways
- Rough Cut media series. Partner with an art space. Get laptop and projector. Who wants to show their media work.
- Offer tours to schools, churches, meetup groups. Tape it and make a PSA. Invite Civic Groups to tour. Host a meeting.
- Rent local theater for event
- Oral History project. Partner with WHS
- Potluck and Lecture Series. Invite people in the media and film industry to share their knowledge and inspiration to WIN-TV members and community. Have it at the studio. Intimate party.
- Cinema Windsor series. Free public film screenings at various locations. Windsor rec does this for families. Would this work on the Green? In June? Partner with the Library or Rec center.
- Meetup groups. Get an account. Host a meetup at your center, organize your own meetups. Reach out to specific groups to help promote events, classes. Etc.

Ways to get more programming

- Encourage raw footage. People want to engage. It doesn't have to be edited to share it.

What we do well:

- 1) Kids programming
- 2) Share programming with other access stations
- 3) smaller studio cameras
- 4) social media
- 5) good relationship with other businesses

Meeting was adjourned at 8:10, Lawrence motioned and Bernie seconded.

Respectfully submitted, Elliot Sirota, Secretary