

Windsor Community Television, Inc. (WIN – TV)
Minutes of the Board of Directors Meeting
January 22, 2019

The meeting was called to order at 7:07 pm by **Lorenzo Elliott** - President, Present were:

Executive Committee:

Lorenzo Elliott – President
Lawrence Jaggon – Vice President
Bernie Caliendo – Treasurer
Patricia Bruhn- Member At Large
Fatmata Williams - Secretary

Board Members:

Dennis Bivans
David Raney
Mike Daly

Absent:

Ann Walsh
Theresa Tillett
Theresa Harris

The agenda was approved by consensus, and VP **Lawrence Jaggon** moved to accept.

2. Public Communications: **Bernie Caliendo** announced that he might move to Arizona - son was offered a great opportunity. The group offered congratulations and well wishes. **Bernie** will notify the group when move is imminent. **Bernie** also announced that he lost his uncle -condolences expressed.

3. Approval of Minutes: 12/11/18 Minutes – **Lawrence Jaggon** motioned, **David Raney** 2nd, accepted minutes pending corrections (include election outcomes).

4. Treasurer's Report:

5. President's Report – Lorenzo Elliott offered well wishes and welcome greetings. **Lorenzo** informed the board that he was in receipt of an application from a potential board member. The applicant: long time Windsor resident, very active in the community and known to several board members. **Lorenzo** reached out to the applicant but caught him in the middle of a family crisis. **Lorenzo** expressed understanding of what the family was going through and plans to reach out again in approximately three weeks. **Lorenzo** also talked about failure to track meeting attendance and accepted responsibility for it. He promised to resume tracking meeting attendance with assistance from the secretary. **Lorenzo** reminded board members to let someone know if they're unable to attend scheduled meetings.

6. Staff/Jenny

Jenny Hawran –no big update regarding FCC issue except that the Congressional Alliance for Community Media will be doing a “road show” at the Hartford Public Access Station on February 19th at 10am to discuss implications of the FCC decision. **Jenny** also informed the board that the Windsor Historical

Society enlisted WIN TV's assistance (paid) to reflect on the Windsor/Windsor Locks tornado of 1979. The event is scheduled for October 2019; therefore, filming and interviews must begin in February and March. **Lorenzo Elliott** offered assistance - **Jenny** stated that she'll ask if any help is needed. **Jenny** informed the board that she will not be attending the next meeting (will be away) but will submit all reports to the secretary. Registration for Kid Vid opens February 1st; Jamil continues to teach Social Media classes.

HACTAC:

David Raney mentioned that **Jenny Hawran** was honored at the HACTAC Christmas dinner because of her newspaper article on the FCC issue. **Lawrence Jaggon** asked about HACTAC vacancies and how they were filled. **David** stated that it was very difficult to fill vacancies.

Technology:

Mike Daly asked that technology be discussed with the budget.

Fundraising:

Pat Bruhn announced needing 10 additional people to volunteer at the Ollies and passed around a sign-up sheet. The group discussed whether or not to get music (at the Ollies) or just use the available space. **Bernie Caliendo** volunteered food donation from Dom's restaurant. **Jennie Hawran** stated that moving forward she cannot fully engage in soliciting donations while also maintaining the station. Someone mentioned that **Elliott Sirota** was the "boots on the ground" for soliciting donations for these sorts of events; it was also suggested that board members begin to cultivate relationships with area businesses. **Lorenzo Elliott** was receptive to this idea and promised to look into it. There was discussion around new branding for the Ollies. **Jenny** suggested not broadcasting ticket sales at the gate because this creates problems – maximum number of tickets is 200. There was robust discussion around fund raising for the station - sharing on social media and to local businesses. A Birthday fundraiser on Face Book was also encouraged. **Pat** volunteered to lead sponsorship activities and provide information to the group. **Dennis Bivans** explored donating a class as a fundraiser; **Dennis** was asked to contact the LP Wilson Recreation Department to get answers to his specific questions regarding use of the building.

Old Business: None

New Business:

Jenny Hawran introduced the discussion around how WIN-TV Board Members can distinguish themselves when representing WIN-TV in the community. There were several suggestions: name tags along with the station's business card (cheap/practical) - **David Raney**, personal business cards along with name tags (professional) – **Mike Daly**; **Jenny** will research the cost of each option and bring to the board. **Lorenzo Elliott** suggested designing and printing our own business cards, and donating some money to the station for ink. At this time all options remain on the table. **Pat Bruhn** mentioned that the bylaws committee should set a meeting date, and promised to contact the group off line.

Budget:

Mike Daly presented the budget. He stated that it was a good year overall for income but also cautioned that we tighten our belts because the plus was because of grants. **Mike** highlighted major budget line items within the Income and Expense categories (please see documents for details). Clarifications for major line items were provided by **Jenny Hawran**. There was discussion around further negotiation with the business insurance to take into account old equipment depreciation (**Jenny Hawran & Lawrence Jaggon**). **Jenny** promised to look into that. **Lawrence Jaggon** inquired why there was a proposed budget increase in the new equipment line item. **Mike Daly** explained that it included a new router to aid in live streaming, and annual maintenance cost budgeted at the lower of the 2 tiers- but adequate. The hospitality budget was also increased – adjusted to be a bit more realistic. There was discussion around professional development; **Jenny** stated that there was less expectation for professional development this year because she used the budget for **Pat Bruhn** to attend a fundraising webinar last year. **Lorenzo Elliott** stated that if there's a professional development opportunity that's of interest **Jenny** should bring it to the board for consideration. **Lorenzo Elliott** also asked **Pat Bruhn** to share pertinent information from the webinar. **Lawrence Jaggon** pointed to a deficit in the Hometown Troops budget. **Jenny Hawran** stated that she'll try to provide a detailed breakdown of items in the future instead of grouping various items in one category. Kid Vid was cited as the best program – in terms of income. There were comments about employees' salaries and hours worked – **Mike Daly** and **Jenny Hawran** clarified that Jamil was hired to replace **Dee**; however, he's working only a fraction of the hours. An executive session was called to discuss employees' salaries. Another executive session was called to discuss an insurance matter which occurred on 11/3/2018. **Lawrence Jaggon** moved to adjourn the meeting at 8:40pm, **Bernie Caliendo** 2nd, meeting adjourned.

Respectfully Submitted,
Fatmata Williams