

Windsor Community Television, Inc. (WIN – TV)
Minutes of the Board of Directors Meeting
March 26th, 2019

The meeting was called to order at 7:20 pm by **Lorenzo Elliott**- President, Present were:

Executive Committee:

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

Board Members:

David Raney
Mike Daly
Theresa Harris
Dennis Bivans

Absent:

Theresa Tillett
Ann Walsh
Bernie Caliendo

2. Public Communications:

3. Approval of Minutes: 12/11/18 Minutes – **Mike Daley** motioned, **Lawrence Jaggon 2nd**, accepted minutes. 1/22/19 Minutes – **Lawrence Jaggon** motioned, **Mike Daley 2nd**, accepted minutes.

4. Treasurer’s Report: **Mike Daley** explained the budget. **Lawrence Jaggon** had some specific questions about Kid Vid, business income, and office expenses. **Jenny Hawran** explained that the station covers BOE meetings and recently purchased a new computer because **Jenny’s** computer died. There was brief discussion regarding Ollies sponsorship. **Lawrence Jaggon** moved to accept Treasurer’s Report, **Fatmata Williams 2nd**, Treasurer’s Report accepted.

5. President’s Report – Lorenzo Elliott –thanked members for supporting the Ollies with special mention of **Mike Daley, David Raney, Jenny Hawran, Pat Bruhn** and **Theresa Harris**. **Lorenzo** stated that a good time was had by all who attended. This was followed by a discussion regarding the importance of advance notification of absence from a scheduled board meeting. **Lorenzo** stated that an advance notice of absence will serve a dual purpose 1). It will help to determine whether there is quorum to hold a meeting 2). It will help us to be respectful of **Jenny Hawran’s** time. A discussion about whether the station has to report board meeting attendance to the town ensued – **Lawrence Jaggon** and **Jenny**

Hawran provided clarification that the station does not have to report board meeting attendance to the town.

6. Staff/Jenny

Jenny Hawran –reported that the winter session of *Filming Chargers* is over and that the new session will start soon. Budget forums are coming on 4/25/19 and 5/1/19 at LP Wilson and Poquonock Elementary School. **Jenny** also reported that 5/4/19 is *Shad Derby* followed by *Shad Derby Day* on 5/18/19. **Jenny** stated that there is always a WIN TV booth on *Shad Derby Day* but she will not be around to run the booth; therefore, **Jenny** inquired whether board members will carry on the tradition.

Mike Daly and **Lorenzo Elliott** volunteered to coordinate the running of a WIN TV booth on *Shad Derby Day*.

HACTAC:

David Raney – did not have much to discuss -solicited ideas around community media and how to make improvements.

Technology:

Mike Daly –stated that they’re moving forward with purchasing items budgeted for equipment and live streaming. **Mike** reiterated that the capital cost and subscription fees are included in the 2019 budget and promised to provide the exact fee amount. **Mike** also mentioned PC development and setting up shared drive for the new computer. **Lawrence Jaggon** asked why the new computer was under “equipment repair” when it was an actual replacement. **Mike** agreed that the new computer should be moved to another budget category.

Fundraising:

Pat Bruhn –stated that the station made approximately \$1,200 at the Ollies fund raiser and **Jenny Hawran** promised to provide the final figure after the books are balanced. **Pat** solicited fund raising ideas and proposed having another fundraising meeting for further discussion. **Lorenzo Elliott** suggested a silent auction at the next Ollies. **Pat** would also like to begin discussions and planning for *Ollies 2020* after a brief “cool off.” **Pat** informed the board that she will be working on *Shad Derby* day, however, promised to get everything organized. **Pat** proposed selling wine glasses at the WIN TV booth during *Shad Derby*. **Lorenzo Elliott** and **Mike Daly** volunteered to handle the planning and coordination around *Shad Derby*.

Old Business:

Pat Bruhn- provided information from a fundraising webinar she attended last year. Information included strategies on conducting a thorough community assessment and building community linkages; selling sponsorships; researching what others are doing; the power of branding and brand recognition; and “thriller, filler & spiller.” **Pat** stated that the webinar was “decent.” **Dennis Bivans** asked for a clarification on “sponsors” and **Pat** provided clarification about sponsorship and the various types of sponsors. **Dennis Bivans** expressed his desire to put up a demonstration of his martial arts program and his fear of being disappointed if it’s not successful. **Dennis** was given tips on how to plan his fundraising

event successfully. This resulted in another flow of fundraising ideas: **Lorenzo Elliot** explored legal ways to use the station to generate income; Dennis Bivans suggested a talent show, however, the group pointed out that there is already a talent show in Windsor. **Jenny Hawran** talked about the importance of supporting other partners with their fundraising efforts because it “comes back to us.” **Pat Bruhn** encouraged the group to check their calendars for the various fundraising events and provided some dates. **Jenny** stated that there was no movement on the FCC issue— decision is pending. **Mike Daly** informed the group that there was a “big win” with net neutrality. He went on to state that while net neutrality is not the same as the FCC issue, they’re very much related. **Pat Bruhn** stated that the budget is out and that public access funds are being eliminated. **Jenny Hawran** and **Lorenzo Elliott** reassured the group that the legislators are “all over this.” **Pat Bruhn** encouraged everyone to continue keeping pressure on their legislators regarding access to community media.

New Business:

Lorenzo Elliott presented **Christopher Johnson** to the group and asked that he is nominated to the WIN TV Board. **Lorenzo** and **Pat Bruhn** who had met with **Christopher Johnson** previously, reported all great and wonderful things about this prospective WIN TV Board Member. **Lawrence Jaggon** nominated **Christopher Johnson** to serve on the WIN TV Board for the 2021 term, **Patricia Bruhn** 2nd, nomination accepted and all were in favor. **Mike Daly** and the group expressed excitement about this new addition. **David Raney** reported a change in his address. **David Raney** moved to adjourn meeting, **Lawrence Jaggon** second, meeting adjourned at 8:16pm.

Respectfully Submitted,
Fatmata Williams
Secretary