**PAC 14 Board Meeting**

**February 10, 2021**

**Zoom Recorded**

**Meeting Minutes**

**Members in attendance:**

Dr. George Whitehead, Jack Heath, Jack Galloway, Tracy Sahler, Mark Thompson, Brett Hammond, and from PAC 14 Jen Myers, Mark Grutkowski, Matt Parente and Tom Taylor.

**Welcome & Call to Order:**

Chair George Whitehead called the meeting to order welcoming our newest board member, Larry Dodd, President of the County Council, but Larry was not able to attend the zoom meeting.

George, on behalf of the Executive Committee, thanked the board members for their participation in the Executive Director’s Evaluation. He noted that the Executive Committee consisted of just Vice Chair Tracy Sahler and himself and mentioned to discuss filling executive offices later in the meeting.

A motion was made to approve the minutes from the December 2 annual meeting by Mark Thompson, and seconded by Jack Heath. There was no discussing and a unanimous affirmation of the members present followed.

**Treasurer’s Report:**

Our treasurer, also George, asked Jen Myers to give a treasurer’s report since she has been working with PKS in resolving some on going issues. PAC 14 has had some issues with data not being inputted to our quickbooks system, and Jen Myers came on to remedy that on our end. Jen Wheatley, from PKS, was working on remedying our situation, when she was released by PKS and it was found that a lot of our data was not inputted for FY 2021. Jen Myers informed the board that Melissa Riggins from PKS was now working with Jen Myers to complete our financial records. Training on quickbooks and restoration of our records is ongoing.

**Executive Director’s Report**:

1. Tom Taylor introduced Matt Parente and Mark Grutkowski to the board members and they told a little about their production experience. They are both learning to service the local producers and manage the city and county council meetings. Both get high praise from Tom and the President of the City Council, Jack Heath, put his praise on record too. Tom further explained that Emili Hibbitts is our part time graphic artist and that we have Leon Ngyuen and Dalencia Jenkins also part time during the training period.
2. Tom had forgotten that Brett Hammond was on the meeting, but his driving prevented him from introducing himself, and when it was safe to do so, he did.
3. Tom mentioned the 3 interns this year, Sydney, Taqiyy and Dalencia as our intern program is receiving high praise from all of them.
4. Creig is retiring on February 26th and PAC 14 will have a lunch for him and the board was invited. George responded in the affirmative.
5. In old business, PAC 14 survey on Facebook with a boost of 5 days garnered a majority of responses in the affirmative of hearing about PAC 14, but only a 7 to 1 response. PAC 14 will try other ways to gain information on the public we serve and although the Facebook responses were low, we are working out a budget for survey monkey and perhaps a nielson ratings event.
6. Jen and Emili have been working on our website which has been getting a lot of new visitors and a new look along with a donation tier string that offers merchandise as a “thank you.” Donations from religious producers William Adams and Dwayne Johnson donated $100 and Minuteman Press donated our annual reports.
7. PAC 14’s Holiday Message board brought in 3 donations for a total of $30, and for a first try, notable.
8. Santa stopped in to record a series of PAC 14 promos and we will be running them a lot. Jen has a personal connection with Santa, as his off season gig is playing the part of her husband.
9. Inclusion in the Comcast channel guide has been explored to find that for a set up fee of $250 and a monthly fee of $250 for 24 months, PAC 14 can look like a real channel. We are investigating a ratings service to take our ratings before we expend the money for the 2 years to see what kind of impact such a service will mean to our viewer ratings.Tracy Sahler noted what this guide inclusion will mean to our fluid schedule, as the guide people require a week’s advanced placement of a two week schedule and any changes will take up to 48 hours from their end and 24 hours on comcasts end… so some fluid programs will not be included. Sort of a surprise viewing …

**Operational Budget Report:**

Discussion showed our budget was not balanced, even though it was reflecting an increase of the county contribution. Jack Heath suggested inclusion of two columns of fy to date Actual and fy Projected to help reflect what our needs will be. An adjusted Budget and a letter requesting a 30% franchise fee distribution will be sent to board members to vote on. Tom mentioned that professional services may be a little light, because legal services and accounting services may be a bit more with the requested audit, and the Broadcast Consultant services is really an unknown at this juncture. Brett Hammond the chair of the strategic planning committee was asked to brief the board on the services a broadcast consultant would give to PAC 14—navigating the FCC, researching signals, call letters, acquiring building permits etc.

1. A Balanced Operational budget will be sent hopefully by the end of the week of the 11th to the board to peruse and discuss and then vote by email, suggested by Tracy Sahler.
2. Mark Thompson reiterated a revised budget showing the added expenses will be helpful for the city and county decision makers.
3. The Capital Expense budget of 62,000, mostly upgrading camera equipment for staff use and local producers shown to be split between the city and county at $ 31,000 each and was voted on and approved by the board.
4. A question arose of the City possibly building their own government building was answered by the President of the City Council as not being in the City’s CIP. Tom mentioned that Princess Anne was looking for volunteers to air their council meetings and Tom noted PAC 14 approached them about a decade ago with the tri-county commission, but they did not want to expend the necessary money.
5. George asked for a motion to approve the Capital Budget and Tracy made the motion, seconded by Mark and voted in approval unanimously of attending members.
6. The Letter to the County Council requesting 30% distribution of franchise fees like the City does, was discussed and members will share suggestions via email and Tom will send out the new request with the budget for approval. Brett voiced some changes but decided to email them to Tom.

**Committees and Board Member Re-election:**

George then spoke of terms of office and inclusion of members to the executive committee letting Mark Thompson, nominations chair, know that a few members are up for re-election or re-appointment—George 2022; Tracy 2021; Demetria 2023; Brett 2021; Jack Galloway 2023; Suzanna 2022; Aaron 2021; Sandra 2021; Mark 2023; Larry 2022; Jack Heath 2022.

* Further discussion was called for from members to address offices being filled and nominations of those who wish to serve. Brett remarked he would check with the Chamber of Commerce to see if they had an accountant that may wish to serve as our treasurer. Mark Thompson was in agreement with that and suggested that perhaps cycling through a first chair and second chair rotation.
* Mark Thompson agreed to send out the duties of the executive offices to members to encourage them to step up and fill the vacant positions and to allow board member additions not just at the annual meeting, which is already happening in some cases pointed out be George.
* Discussion on how to solicit new board applicants continued with Tom suggesting the board members invite those thought to be a good fit rather than general advertising for applicants. The strategic plan stipulates a succession plan for the board.
* George asked for the board to be more active in finding new members, Mark agreed to expand the nominating committee and Brett proposed David Fitzgerald, who is retiring from the Wicomico County Emergency Services. David has been a local producer and a contributor to PAC 14. Board members range from 11 to 13.
* Brett Hammond reported that the Strategic Planning Committee will have a report to the board in the next thirty days or so, to be discussed in April meeting and voted on by the next fiscal year. New employees showed interest in being a part of the Strategic planning and tom will invite them to the next meeting.

**New Business**

New Business included the surveys and ratings exploration, donating used equipment to the Newton Street Rec Center, hopefully by the end of March 2021—2 cameras, editor and tripods etc.

**P.E.G Matters**

* Tom reported that the PEG reimbursement procedures for the city and the county are in order and active, there are several thousands in the reimbursement loop.
* Letter contacting PEG channels in the Mid-Atlantic region to be sent out soon as it has been finalized by the board.

**Adjourn**

**\*\*Next Meeting April 14th, 2021 at 4 p.m via Zoom**