

PEGTV
Regular Meeting-Board of Directors
Minutes of Meeting—Tuesday, May 13, 2024

Attending Remotely: Stephanie Wilson, Ed Kelly, Terry Jarrosak, Stephen Dardeck, Traci Moore, Sherri Birkheimer Rooker and Jerry Hansen

Absent: None

Also Attending in Person: Gerry Carbine, Tom Leypoldt and Nancy Donahue

Meeting called to order at 5:03 by Stephanie Wilson

Minutes of Past Meetings

Jerry Hansen made a motion to approve the March 11, 2024 and April 9, 2024 meeting minutes. Seconded by Terry Jarrosak. Voted on and approved.

Treasurer's Report

Gerry Carbine reviewed the December 2023 Financials with the Board.

Ed Kelly made a motion to approve the December 2023 Treasurer's report. Seconded by Stephen Dardeck. Voted on and approved.

Gerry Carbine reviewed the March and April 2024 Financials with the Board.

Stephen Dardeck made a motion to approve the March and April 2024 Treasurer's report. Seconded by Jerry Hansen. Voted on and approved.

Executive Director's Report

Tom Leypoldt reported on:

- John Bloomer is reviewing our current lease, proposed new lease and Stephen's insights.
- Taxes are completed.
- Rule 8 is completed and sent to DPS, PUC, Comcast & VAN. PUC opened and closed the case in one day.
- VAN Meeting attended by Tom and Nancy in Middlebury.
- VAN was recognized at the State House and there is strong support for public access television. Another 1M in bridge funding is likely in FY25. The streaming bill may take on a different form, but it appears a long-term funding bill will come about eventually. The amount may increase.
- Comcast HD roll-out has been suspended due to subscriber legacy equipment compatibility issues.

-Met with our webmaster, Jon Gicewicz of JEG Design. He is beginning to construct our new website to make it more compatible with handheld devices and greater use of ease/more accessible to people with disabilities.

-Tom reported on staff outreach, projects, programming and You-Tube top content.

Committee Reports

Scholarship Committee

Stephanie suggested a scholarship committee meeting before May 13, 2024 to discuss the time and scheduling of the interviews.

Marketing Committee

Ed Kelly reported on a Marketing meeting held on 5/2/24. He spoke of demographics regarding who they've reached and how they can expand. Also, where the Marketing dollars are being spent and where they're needed. Ideas for discussion included ways to attract younger viewers, how to use swag (Whoopie Pie Festival napkins with PEGTV logo), cross promoting PEGTV on Comcast with some short promos, Jim reaching out to local papers to do an article on PEGTV. Ed described some work being done by JEG Graphics to update our website. Ed talked about some future new improved studio lighting as a need. He also spoke of Jim's goals for Marketing and Programming.

Discussion followed regarding promotion of the Scholarship with the recipients, after it has been received. Stephen mentioned there was a sense of agreement that Jim would do the presentation of the checks to the students who have won and have a photograph taken with other steps possible.

Scholarship Committee

Stephen Dardeck described and reported to the board on the 3 students that applied for the scholarship and were also chosen as the recipients. The committee has agreed to the distribution of the award as follows:

Emily-\$3,000

Ryan-\$3,000

Colleen-\$2,000

Discussion followed regarding the distribution and marketing of the award.

Human Resources Committee

Stephen reported that the overriding message received was that everyone at PEGTV is very happy, loves his or her job and is very happy with who they're working with. He mentioned some areas of slight concern in social media and conduct at the bus stop.

The wellness incentive was discussed. Stephen suggested it be adjusted from \$300/yr. for wellness to \$500/yr. The board agreed.

A motion was made by Stephen Dardeck to increase the wellness incentive from \$300/yr. to \$500/yr., effective immediately. Seconded by Terry Jarrosak. Voted on and approved.

Old/New Business

Jerry Hansen thanked the board and staff for their kindness and generosity toward him upon reaching his 80th birthday.

A motion to adjourn was made by Stephen Dardeck at 6:16pm.

NEXT MEETING—JUNE 10, 2024
MEET IN PERSON OR ZOOM 5:00PM