

WCAC Board Meeting, Nov 15, 2022

Present: Chris McKenzie, George Skuse, David Stokes, Jen Nicholson, Elaine Mello, Ninos Hanna, James O'Connor, Robert Romano, Samantha Henry, and Andrea Santopietro
** conducted online via Zoom*

Meeting was called to order at 6:02 pm on 11/15/22.

Handouts:

- Agenda for Nov 15, 2022
- Minutes for Sep 20, 2022
- Minutes for Oct 18, 2022
- Treasurer's report, Balance sheet, and Profit&Loss through 9/30/22

Approval of Minutes

Motion to accept the minutes as submitted for 9/20/22 made by **George**, seconded by **David**. Approved.

Motion to accept the minutes as submitted for 10/18/22 made by **David**, seconded by **George**. Approved.

President's Report

Chris: A warm welcome was extended to all the new (and existing) members. Each member provided a brief introduction. Three members of the board are from the school system; that is by design. This connection to the school district is one of our key mission points.

Watertown Savings bank needs yet another letter as Bob Kaprielian is no longer a member of the board. Chris will email George with the new details. We'll plan for a new election of board officers in January.

In talking w/ Andrea, Chris noticed that the paperwork, organization, and bylaws of WCATV need to be addressed. A 'bylaws and organization committee' might be considered as new business at a future meeting.

It's time to consider a return to in-person meetings. Board members spoke in favor of in-person meetings; no one expressed an objection.

The station is funded mainly through subscriber fees. Cable subscribers have been declining and this has impacted the station's cash flow and may lead us to investigate additional alternative sources of funding/revenue.

Motion to accept the President's report made by **Ninos**, seconded by **David**. Approved.

Treasurer's Report

Ninos: The treasurer's report was provided by email. Ninos read through the highlights, which are quoted from the report, below.

As of 9/30/2022 we have \$118,231.56 in checking accounts.

The WSB savings account balance is at \$753,709.60

The M&T Bank Savings Account 0093 has \$214,368.46.

Total cash available is \$1,086,309.62.

Total Current Liabilities are \$15,018.55 in accrued payroll expense.

Operating account at WSB has \$98,246.56 available.

Deposit of \$110,636.29 was made on 11/7/2022 to WSB operating account.

Eight (8) checks were disbursed in September totaling \$ 22,036.83

Motion to accept the Treasurer's report made by **George**, seconded by **David**.
Approved.

Interim Executive Director's Report

Andrea: Staffing: Andrea introduced the WCATV staff as listed on our website:

- **Andrea Santopietro**, Interim Executive Director
- **Samantha Dudley**, Programming & Communications Manager
- **Dan Hogan**, News Director
- **Ashley Hardy**, Content Manager
- **Victoria Weichel**, Director of Government & Educational Media
- **Dan Carito**, Videographer
- **Joe Thompson**, Videographer
- **Juwan Watkins-Green**, Videographer
- **Ben Winslow**, Videographer

Over the past few years, the Alliance for Community Media has awarded several regional awards. Most recently, Dan won two 'Noreaster' awards for the 2021 Election Preview and the 2021 Unity Breakfast. Brian Manning (volunteer) has won national awards for his Beatles radio show. Andrea was awarded the 'Emerging Leader' award at a recent ACME conference.

Projects: Upgrades in the Council chambers will allow staff to remotely 'run' meetings from the station. In the coming months, there will be more integration which will allow the council president some control of what's displayed on the broadcast. The smaller monitors that were in the council chambers will be reused in the new studio space.

Andrea reached out to Ai3 (architects) and Compass (owner's project manager) to check in, but didn't get much of a response. Comcast is to provide a quote for the move.

In a conversation with Steve Magoon, the possibility of moving to the Parker School was brought up. Andrea will be touring the space tomorrow with Chris at 11am. A dedicated

committee to oversee the move would be helpful. A discussion of the history of the relocation plan took place.

Programming update: 506 hours of programming this year (130 hrs less than last year). 436 programs, about 60 less than 2021. Some committees are recording their own meetings (zoom and hybrid). VOD for October: 854 views, avg. views/video: 12. WBGC's 50-year retrospective is the most popular video released in Oct.

Workshops: The station offers workshops in all aspects of production. We've recently changed the format of the workshops, including the addition of an intro/orientation with basic camera training. This empowers volunteers to then borrow cameras to generate/edit basic content for broadcast. There are several more advanced offerings, including some single-meeting workshops. With the exception of the orientation, most workshops are no longer free. Per colleagues at a recent conference, adding a fee to workshops increases participation.

Fundraising: A donate button has been added to the website (footer). Andrea is looking into three tiers of annual sponsorship, program sponsorship, and sports underwriting (verbal spots read by the announcer during the game or prerecorded). Andrea will mock up a sponsorship sheet detailing the options.

Employee Handbook: The handbook was last updated in 2016 and needs to be updated. The book was created by Paychex; Andrea is considering contracting w/ the same company to produce a new handbook. This would be in addition to the many services that Paychex is currently providing to WCATV for an increase of \$143 per biweekly pay period.

Motion to accept the Interim Executive Director's report made by **David**, seconded by **George**. Approved.

Old and New Business

Old business: none

New business: "Bylaws and organization committee" and "Facilities committee" will be discussed next month.

Next meeting will be 12/13/2023 (in-person) at 6pm at 50 Columbia St.

Motion to Adjourn by **George**, seconded by **David**. Passed.

Meeting ended at 8:12pm.