

## **WCA-TV Board Meeting Minutes, Sept 17, 2024**

Present: **Chris McKenzie, George Skuse, Elaine Mello, James O'Connor, Jen Nicholson, Robert Romano, Jim Vershbow, and Andrea Santopietro.**

Absent: **David Stokes, Samantha Henry**

The meeting was called to order at 6:10 pm on 9/17/2024

### **Handouts:**

- Agenda for Sep 17, 2024
- Minutes for Jun 18, 2024
- Minutes for Aug 7, 2024
- Treasurer's Report through 8/30/2024 for 9/17/2024
- Services included in Lease (Google Doc)
- Programming Highlights Summer 2024 (Google Slides)

### **Approval of Minutes**

A **motion** to accept the Minutes for Jun 18, 2024 was made by **Elaine**, seconded by **Robert**, and unanimously approved.

A **motion** to accept the Minutes for Aug 7, 2024 was made by **Robert**, seconded by **Elaine**, and unanimously approved.

### **President's Report - Chris**

We have a full board; Jim Vershbow was appointed by the council at a recent meeting. Jim has lived in Watertown since 1984, majored in communications, and has been a long-time volunteer.

Chris, David, and Andrea met with the City Manager George Proakis, Steve Magoon, and the City Council president Mark Sideris to discuss the terms of a potential lease. The meeting was productive.

Chris provided a history of the board and our finances for Jim Vershbow to bring him up to speed on board matters, including finances.

A **motion** to accept the President's report was made by **George**, seconded by **Robert**, and Unanimously approved.

### **Treasurer's Report**

**James** read through the Treasurer's report as submitted. The annual audit is ongoing. The corporation's current liabilities are ~\$15,000 in accrued payroll expenses.

A **Motion** to accept the Treasurer's report was made by **Elaine**, seconded by **George**, and unanimously approved.

### **Finance Committee Report**

George: The finance committee met in executive session to discuss ongoing negotiations with the city.

A **motion** to accept the Finance Committee's report was made by **James**, seconded by **Elaine**, and unanimously approved.

### **By-Laws and Organization Committee Report**

Robert: The committee has begun to review job descriptions and plans to make recommendations after additional meetings.

A **motion** to accept the By-Laws and Organization Committee's report was made by **Elaine**, seconded by **James**, and unanimously approved.

### **Executive Director's Report**

#### **2024 Budget: Mid year update**

Andrea described the budget to date (using the "WCATV Budget 2024\_DRAFT" GoogleDoc, attached).

Some lines have gone over budget, Dues and Subscriptions by ~\$6,500; Marketing/Outreach has already reached the budgeted amount (\$2058 spent vs. \$2000 budgeted). Professional Fees are almost \$7000 over budget (legal [bank fraud at M&T, and questions re:ethics/OML], and cleaning services). Our annual audit was \$2500 less than budgeted/quoted.

Andrea has been working on next year's budget with David. David explained that discussions regarding next year's budget might focus on costs for various services that the station provides.

#### **Staff: Reorganizing roles**

Andrea has been preparing for Sam Dudley's 3-month maternity leave (beginning mid/late October), including shifting other staff's responsibilities to fill gaps. Since the last board meeting the station has shed a videographer and gained an intern.

Andrea had a meeting yesterday with ADP and is contemplating moving away from Paychex to ADP. ADP will be providing a quote; Andrea expects our annual cost will be lower than with Paychex. Paychex is currently \$12k/y; ADP is aiming to come in closer to \$9k/yr.

#### **Projects: Network switches**

Ockers has received the network switches and they are ready to install. Andrea has been in touch with Gary(Ockers) and the city (Mitzi), focusing on the Senior Center, Parker, and Library.

#### Projects: WHS install planning

Andrea met with George (school IT) regarding WCATV's data, cabling and camera needs in the High School. Another meeting will be scheduled soon.

Facility updates: We're still waiting for our ARPA-funded carts (Ockers). There was a leak in the sprinkler control value room which DPB dealt with.

#### Fundraising & Outreach:Grants

We'll be reapplying for the Watertown Cultural Council grant to run summer camp again in July 2025. PressForward received more applications than expected, so it's taking longer than expected for them to review them all. They expect to notify applicants by October.

Sam Dudley met with Foundation Search last week to explore grant opportunities. The cost is \$11k for five years.

#### Fundraising & Outreach:Faire on the Square

Faire on the Square is this weekend. WCATV will be set up outside of city hall and will be interviewing those around the event. New brochures, prize wheel, prizes!

#### Workshops: WHS & WCATV

Fall workshops are underway. Two students in digital video editing, and two in podcasting. Watertown Citizens for Peace, Justice, and the Environment members have joined as members of WCATV and are taking advantage of the free classes.

Andrea met with Mike Riley (video production teacher at WHS) to discuss potential collaborations between WCATV and WHS. Dan (taking the place of Sam) is going to visit some of the classes to support camera projects. Dan provided an editing tutorial to a few classes last week. This may provide a pipeline for additional (student-produced) content and student interns. Tours of the studio for students may take place in November.

#### Programming: Summer highlights

See: "Program Highlights Summer 2024" (Google Slide, attached)

A **motion** to accept the Executive Directors report was made by **Elaine**, seconded by **Geogre**, and unanimously approved

#### Executive Session

A **motion** to enter Executive Session, to include the executive director, to discuss strategy related to ongoing negotiations with the city, was made by **David**, seconded by

**Elaine**, and unanimously approved via roll call vote (Rob, Samantha, David, Jim, Chris, Elaine, James, George).

A **motion** to leave Executive Session was made by **George**, seconded by **David**, and unanimously approved via roll call vote (Rob, Samantha, David, Jim, Chris, Elaine, James, George).

### **Old Business**

**None**

### **New Business**

**George** suggests that examine the rationale for term limits for board members and noted that other board and commissions in the city don't have such limits.

### **Next Meeting**

Our next meeting will be Oct 15, 2024 at at 6pm in the WCATV Conference Room.

**Motion** to adjourn by **David**, seconded by **George**. Unanimously approved.  
Meeting adjourned at 8:49pm.

**Watertown Cable Access Corporation  
Budget Comparison 2023-2024**

Chart#	2023 Budget	2023 Actuals	2024 Budget	2024 Actuals	\$ Change	% Change
<b>Income</b>						
4000 Donations	\$ -	\$ -	\$ -	\$ 129.41	\$ -	
4001 Comcast Subscriber Fees	\$ 498,698.18	\$ 468,899.39	\$ 447,565.00	\$ 241,599.83	\$ (51,133.18)	-10.25%
4002 RCN Subscriber Fees	\$ 100,407.73	\$ 103,810.19	\$ 98,620.00	\$ 98,075.31	\$ (1,787.73)	-1.78%
4004 Sponsorships	\$ 5,000.00	\$ 1,600.00	\$ 2,600.00	\$ 1,250.00	\$ (2,400.00)	-48.00%
4005 Duplication Fees	\$ -	\$ 55.00	\$ 100.00	\$ 10.00	\$ 100.00	
4007 Interest	\$ 1,000.00	\$ 713.11	\$ -	\$ 199.25	\$ (1,000.00)	-100.00%
4008 Miscellaneous Income	\$ -	\$ -	\$ -	\$ 36,073.06	\$ -	
4009 Sale of Equipment	\$ -	\$ 50.00	\$ -	\$ -	\$ -	
4010 Town of Watertown	\$ -	\$ -	\$ -	\$ 82,328.00	\$ -	
4012 Membership Dues	\$ 4,000.00	\$ 250.00	\$ 2,000.00	\$ 400.00	\$ (2,000.00)	-50.00%
4013 Grants	\$ -	\$ -	\$ -	\$ 9,237.00	\$ -	
<b>Total Income</b>	\$ 609,105.91	\$ 575,377.69	\$ 550,885.00	\$ 469,301.86	\$ (58,220.91)	-9.56%
<b>Expense</b>						
5002 Equipment	\$ 23,000.00	\$ 10,820.56	\$ 12,515.00	\$ 11,570.92	\$ (10,485.00)	-45.59%
5010 Production Software	\$ 10,000.00	\$ 8,857.80	\$ 7,100.00	\$ 7,019.49	\$ (2,900.00)	-29.00%
5012 Audit	\$ 10,000.00	\$ 10,300.00	\$ 10,500.00	\$ 255.88	\$ 500.00	5.00%
5013 Bank/Finance/Service Fees	\$ 100.00	\$ 39.28	\$ 50.00	\$ -	\$ (50.00)	-50.00%
5014 Benefits	\$ 50,000.00	\$ 32,911.44	\$ 42,725.00	\$ 21,805.42	\$ (7,275.00)	-14.55%
5019 Conference Expenses	\$ 1,500.00	\$ 270.00	\$ -	\$ -	\$ (1,500.00)	-100.00%
5022 Dues & Subscriptions	\$ 4,000.00	\$ 2,339.58	\$ 3,500.00	\$ 10,123.27	\$ (500.00)	-12.50%
5024 Furnishing & Sets	\$ -	\$ 1,581.71	\$ 1,000.00	\$ -	\$ 1,000.00	
5025 Insurance	\$ 12,100.00	\$ 9,769.15	\$ 12,880.00	\$ 7,532.19	\$ 780.00	6.45%
5031 Marketing/Outreach	\$ 1,000.00	\$ 1,779.86	\$ 2,000.00	\$ 2,057.77	\$ 1,000.00	100.00%
5032 Contract Labor	\$ -	\$ -	\$ -	\$ 2,000.00	\$ -	
5035 Miscellaneous	\$ -	\$ 574.11	\$ -	\$ 142.12	\$ -	
5037 Office Supplies	\$ 3,000.00	\$ 4,501.76	\$ 2,150.00	\$ 1,304.41	\$ (850.00)	-28.33%
5042 Payroll Expenses	\$ 442,500.00	\$ 444,841.54	\$ 455,473.00	\$ 220,613.25	\$ 12,973.00	2.93%
5056 Professional Fees	\$ 9,055.00	\$ 9,633.00	\$ 1,500.00	\$ 8,770.05	\$ (7,555.00)	-83.43%
5070 Postage & Delivery	\$ 150.00	\$ 278.42	\$ 150.00	\$ 553.71	\$ -	0.00%
5075 Repairs	\$ 2,000.00	\$ 1,120.00	\$ 1,500.00	\$ -	\$ (500.00)	-25.00%
5080 Scholarships	\$ 3,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ (1,000.00)	-33.33%
5081 Sporting Coverage	\$ 100.00	\$ 50.00	\$ -	\$ -	\$ (100.00)	-100.00%
5083 State Filing Fee	\$ 300.00	\$ 25.00	\$ 25.00	\$ -	\$ (275.00)	-91.67%
5085 Telecommunications	\$ 5,000.00	\$ 4,524.46	\$ 7,000.00	\$ 3,504.12	\$ 2,000.00	40.00%
5089 Training	\$ 500.00	\$ -	\$ -	\$ -	\$ (500.00)	-100.00%
5093 Auto	\$ -	\$ 600.00	\$ 1,200.00	\$ 700.00	\$ 1,200.00	
5095 Travel & Meetings	\$ 6,000.00	\$ 2,069.93	\$ 2,500.00	\$ 2,635.36	\$ (3,500.00)	-58.33%
5029 Contributed Rent	\$ -	\$ -	\$ 25,000.00	\$ -	\$ 25,000.00	
<b>Total Expense</b>	\$ 583,305.00	\$ 548,887.60	\$ 590,768.00	\$ 302,587.96	\$ 7,463.00	1.28%
<b>Revenue Less Expenses</b>	\$ 25,800.91	\$ 26,490.09	\$ (39,883.00)	\$ 166,713.90	\$ (65,683.91)	-254.58%
<b>Revenue Less Rent</b>	\$ 25,800.91	\$ 26,490.09	\$ (14,883.00)	\$ 166,713.90	\$ (40,683.91)	-157.68%

# Programming Highlights

## June

- WHS Graduation Ceremony
  - Max live viewers - 32
  - VOD views to date - 85
- WMS Graduation Ceremony
  - Max live viewers - 36
  - VOD views to date - 107
- Zoning: An Implementation Tool
  - Max live viewers - 60
  - VOD views to date - 128
- Start of Summer Concert Series
  - Total VOD views - 94

# Programming Highlights

## July

- Watertown 1776 (Treaty Day)
- Various new programs
  - Authors in Conversation
    - VOD views - 17
  - Watertown Dam
    - VOD Views - 7
  - Watertown Mall Redesign
    - VOD views - 34
- Joint Planning Board & City Council - Watertown Square Plan

# Programming Highlights

## August

- Returning programs:
  - VAC Sports Show
  - Rock n' Roll Interactive Time
  - Inside Watertown
- PSA Day:
  - 4 new PSA's on VOD and channels
- Governor's Council candidate interviews
- Youth Camp final project
  - VOD views to date - 22
- First meetings:
  - Blue Ribbon Committee
  - Human Rights Commission