

## **WCA-TV Board Meeting Minutes, March 18, 2025**

Attendance: David, Sam, Chris Jim, Rob, Elaine (clerk) (George come in late)

### **6:04 Call to Order**

### **6:05 - Approval of Minutes**

- January 21, 2025
- February 20, 2025

Minutes nominated for approval by David and seconded by Sam. Approved by the board.

### **6:08 - President's Report**

- Discuss email from City Manager regarding meeting minutes

Chris talked about the email regarding publishing minutes to the city's website. We already post them to our website, so there's a question as to whether we need to do so. David did mention that the advantages of doing it on the city website means that notifications go out to people who subscribe. It was discussed that maybe a good idea to talk to the CTO about linking to our site. David pointed out that it might give us better visibility in the city. Elaine's first thought was to just do a redirect, but conceded increased visibility might be a good idea. Given that we are not the same as other city boards, we're a little bit different than all the other groups. Having separation may be preferable in terms of fundraising as well in the future.

Andrea's team will reach out about possibly linking to the city website to our minutes.

- Discuss review process for Director of News & Studio Operations

With Sam's leaving WCA-TV, we no longer have the reporting structure set up several years ago with the position of the News Director. The new community outreach position is not management, so unable to supervise that position. Several ideas were kicked around such as reporting to the board.

Elaine questioned whether a subset of the board for review would be somewhat odd because we're not here for day to day oversight, but at the same time it would be awkward for Andrea to review Dan.

David thought that having a self-evaluation of accomplishments by Dan could go to a subcommittee, which would do the review and discuss salary increases as necessary.

Chris asked whether we want to have a subcommittee to do this. Jim said we don't have any other option at this time.

Andrea suggested that Dan come in and do a progress report once or twice a year so that the board would have that for oversight as well.

David said that this would need to happen in an executive session and that any issues that need to be reported should go to the Board president. Chris asked whether it needs to be codified in the board rules, and that we should review that.

Action item: Updating the language in the by-laws has been referred to the bylaws and organization committee.

Motion made by David to accept the report, seconded by Sam. Approved by the board.

#### **6:39 - Treasurer's Report** (in James' absence)

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

# of checks: 5 - Total: \$6,339.22

# of Debit Transactions: 16 - Total: \$3,407.87

# of Deposit Transactions: 4 - Total: \$181,575.96

Motion to approve by David, seconded by Elaine. Approved by the board.

#### **6:41- Executive Director's Report**

- Projects - PSA Day, workshop changes, benefits rollover

Andrea gave a general update for the April 18th PSA day - signups started on the 17th, so will offer options again for people to record offsite. They're looking at changing the workshop structure from the current. These will be launched in the summer (June) The goal is to make them more accessible and less intimidating by having to learn all of the equipment. So the plan is to redevelop to scale down some sessions for more targeted skills for people who want to create programs rather than to learn a particular skill.

David suggested maybe having a PSA workshop "How do I get started" which will build an audience for the PSA days. Sam suggested adding in "how to write a script" to help people articulate their ideas.

Benefits rollover - 401k has completed rollover to ADP now, insurance plans will roll over April 1st (70% employer paid) This will be a savings of about 1800 for the new plan and be easier for staff to use.

- Outreach & fundraising - upcoming events, grants

Andrea will be attending the empowering women at the Commander's Mansion tomorrow (Mar 19th) and she is looking forward to it and it will be recorded as well.

A couple of other events - Business Coalition coffee connect and STEM night on April 29th (collab between the Bus coalition, WPS, etc) Dan is working on some videos to show at the presentations and there will be a focus on life sciences in the city. The video production students will also be interviewing various guests and the new community outreach person will be in place.

They applied for the Marshall fund grant again.

Andrea met with the Watertown Community Foundation, who has changed what they do in terms of institutional grants, but have set some money aside for groups that don't fit into the remaining categories. So there will be times to apply for grants in the future. This is separate from the Cultural Council grants for the summer programs.

Andrea spoke with Joanna about creating a way to track grants, expenses etc so we can do an accounting for future budgeting. David suggested we need to list what was granted, what was spent and what happened to any remainder, if there is any. If there's any fees (ie, registration fees which are tracked somewhere else in the budget) so we can track what happened with the money. We just need to make sure that we zero out at the end of the grant or send it back to the grant funder if there is unused money.

- Programming - February highlights and comparisons
- Legislative updates - federal and state updates

State legislature - New numbers assigned new numbers for the streaming bill - H91 S41 sent to the same subcommittee. Current efforts are to speak to the City Council about a resolution for support and raise awareness. In the drive is a document from Mass Access regarding the timeline with suggestions.

Federal level - Protecting community television act will be put forth again.

Motion to accept the executive director's report was made by Elaine, seconded by David. Approved by the board.

#### 7:04: **Action Items**

- Vote to approve quote and engagement with MGTL for annual financial audit
- Vote to approve quote from Municipal Captioning for closed captioning renewal

\$11,500 anticipated for the audit.

Motion to approve made by Elaine, seconded by Sam. Approved.

Quote for municipal captioning for closed caption renewal - Currently have 500 hours, and are looking into expanding this to 1,000 that can be rolled over if not used from year to year. Originally budgeted for the 500 for the next fiscal budget.

Motion to go with the 1000 quote by David, seconded by George. (with the stipulation to make sure that the hours don't expire.)

Motion to enter executive session made by George and seconded by David, approved by board.

### **7:13 - Executive Session**

Motion to exit the executive session made by David, seconded by George. Approved by individual approval of the board members..

### **8:04 - Discussion**

- Hiring of Community Outreach and Fundraising Coordinator, Evelyn Brito

Andrea presented Evelyn's skills and experience and feels like she would be a great fit she has been offered the job. She'll attend our next board meeting to introduce her. Starting salary will be \$58,000. Original range was 35 - 50, and we thought about adding an additional 5 if needed. Chris okayed the additional money since this occurred in between board meetings.

Chris - Andrea had a good explanation for how she meshed better than other candidates and had the skills and experience that made her ready to do the work we need to do (original thought was that the salary for a fundraising position was a little low, so approved to go up a little more on the salary range.) We need someone who can help us move towards fundraising. The board agreed that this was a good plan.

- Progress report on items for Comcast contract negotiations

Andrea reported that the city video is almost done. She will have some completed drafts soon. Testimonials have been recorded and the team will be working on finishing that. Outreach for the hearing will begin in April for the meeting in May (currently planned for May 12th).

Andrea met with Okers for some estimates for potential upgrades for the ask from Comcast and RCN (cablecast, library, Victory field, etc.) She should have that soon. She'll also be meeting with Jonathan regarding lighting upgrades. Andrea's report is going along and Sam has it for review.

- Meeting of the Bylaws & Organization Committee, March 6, 2025

Chris - group met briefly, went through the recommendations of changes (got through the first three articles) and the group will meet again in early April to work on the rest. Inviting George to come to a meeting regarding review of what might need to be added /changed.

#### **8:25 - Old Business**

None

#### **8:16 - New Business**

- Request for performance review for Executive Director

It was suggested that we set up a time in May. Have Andrea create a self-evaluation that can be reviewed by the board. Elaine would forward some sample forms to assist with creating a document.

George mentioned going back to the original goals mentioned in the past and review those.

David also recommended looking at the Superintendent's goals for her own document twice a year that could be used as a template. This will be scheduled in May or June in a time when we don't have a major topic for an executive session.

#### **8:21 - Future Meetings**

- April 15, 2025
- May 13, 2025 this will be the day after the ascertainment meeting, so might need to move this. Sam suggested having the meeting the week before or maybe an ad hoc meeting to just touch base before the May 19th meeting with the city at 6pm.

If we move it to the week before, this might be May 13th to do a walk through.

#### **8:26 - Adjournment**

Motion to adjourn David, seconded by Elaine. Approved by the board. 8:32pm end.