

PAC 14 Board Meeting Minutes
April 5, 2011 at 4 p.m.
At Salisbury University: Nabb Research Center

Members in attendance: Phil Tilghman, George Whitehead, Mark Thompson, Michael Scott, Liz Bellavance, Shanie Shields, Bob Culver, Sue Revelle and John Cannon. Creig Twilley, Tom Taylor and Dreanna Ryan attended representing PAC 14. Meeting was opened by Mr. Phil Tilghman.

Welcome and Call to Order: Chair Phil Tilghman

Secretary's Report: Reviewed the February 2011 Minutes.

Action: Motion made by Ms. Shields and second by Ms. Bellavance to approve March 1, 2011 Minutes. Motion approved by majority.

Treasurer's Report: Mr. George Whitehead

Discussion: He met with Ray Perdue and decided that the Finance Committee will meet quarterly (April, July, October and January). A simplified format has been created to understand the financials better. Liz had a suggestion to include a percentage of monthly spending as a quick reference. If anyone else has any recommendations for additional information, please let Mr. Whitehead know. February ended with a positive balance. Donor/Grant information will be sent out to the board, so they can acknowledge and thank the donors. Donations and grants vary in amounts.

Executive Director's Report: Mr. Creig Twilley

Discussion:

1. PAC 14 received "Friend of Education" Award received by the Board of Education. We posted on our website with staff photo & award.
2. PAC 14 received a letter of thanks from Linda Lugo at the Humane Society.
3. Data Doc Report – March encoder hours of 23. We have a long list of new shows, but they are short in length. Producer Workshop had 12 people. Creig is sure that we had more than 138 visitors. We don't think people are signing in every time they come in to PAC 14. Mr. Tilghman suggested that we include the Board attendees to those totals.
4. We will visit the Community Media Center after June 10th. We will leave around 7 a.m. Anybody that wants to go, we would like them to go. We will notify you of the new date.
5. Survey Monkey has a free survey, but it only allows 100 responses. Mr. Scott has talked to Memo Diriker at B.E.A.C.O.N. and we have been granted use of their subscription which will allow us to create surveys with unlimited responses. An email will be sent out to everyone on our Supporter list asking them to complete the survey. Mr. Twilley and Mr. Scott will work on developing the questions.
6. We will be present at the Salisbury Festival on Saturday, 4/30/11 10 – 4 p.m. We are holding a jingle/promo contest. Mr. Tilghman did a show with Brad Gillis to promote the Festival. We will ask people at the festival if they watch PAC 14 and what they like.

Development Committee: Mr. Mike Scott

Discussion: Development committee met after the March 1st Board meeting and discussed strategies for raising funds for PAC 14. Grants track versus the donations, sponsorship of shows. Mr. Taylor suggested promos in front and behind a show announcing the sponsorship. The big question is, "How much is this worth?" This generated the conversation of how many people watch PAC 14. Mr. Pollitt asked Comcast this question and basically found out that they do not keep track of PAC 14 ratings. Mr. Pollitt suggested putting a notice on the county tax bill directing County residents to our website to answer those survey questions. We really need to know how many people the sponsor will be reaching with particular programs. We need to determine how much that advertising is worth. Ms. Bellavance mentioned having a suggestion box at the library. She also mentioned PACE getting involved with us and that the upcoming election year would be a good time. Mr. Scott said that he will be obtaining information and creating charts, stats, and graphs with the data. Mr. Tilghman spoke about his PNC sponsorship for "One on One" and mentioned some other possibilities of local companies that may sponsor some of our other shows. Ms. Shields thought maybe some of the local banks may be interested as well.

- Mr. Tilghman suggested surveying fellow business people in the community to get a feel for their thoughts or interest in sponsorship.

- Ms. Shields discussed advertising in the paper and that led to the Salisbury blog site advertisements (pay monthly to have steady income).
- Mr. Twilley reminded us that we are reaching the point of charging membership fees and this will be discussed at our annual meeting in Oct.

Please send any questions/suggestions to Mr. Scott. Mr. Culver discussed his business experience of setting a goal to figure out what we need to collect from the shows/organizations and if you raise more that would go toward 2012. Mr. Tilghman thought it would be good for Mr. Culver to be on the Development Committee, and Mr. Culver agreed. We need to raise \$30,000+ in addition to the funds from the County and City. Mr. Cannon asked about sending a Thank you letter to everyone doing a show, submitting a community calendar, etc. and asking them to support PAC 14. His thought is that a letter would be better in addition to the donate button on the website.

Old Business

Agenda Item: Annual Meeting

Discussion: The request for the room reservation has been submitted and waiting for confirmation. We were hoping to get the Nanticoke Room or the Wicomico Room at SU for 6 p.m. on October 4, 2011, but do not have a confirmation at this point in time.

Action: Dreanna is going to start searching for other options.

New Business

Agenda Item: Nominating Committee

Discussion: Dr. Fredericksen is searching for a representative from the Board of Education. Some suggestions were a Student Representative, The Teacher of the Year. Mr. Scott said that we really need an advocate and active representative for PAC 14. Mr. Whitehead will follow up with his contact and asked about Dave & June who do the education show. Two new people will be nominated/voted for at the Members Meeting in October.

Agenda Item: Budget

Discussion: Mr. Tilghman, Mr. Twilley and Dreanna met with Mr. Rick Pollitt, Ms. Pat Peterson and Mr. Ted Shea on March 23, 2011 to present the FY 2012 flat budget as requested. In order to meet budget, PAC 14 will need to raise \$33,000.00

Agenda Item: Adjourn

Action: The meeting was adjourned by Mr. Phil Tilghman, Chair at 5 p.m.

Next Meeting: May 3, 2011

Hand Outs Provided via email

March Minutes Agenda Financial Document Data Doc - provided at meeting