

PAC 14 Board Meeting Minutes
June 7, 2011 at 4 p.m.
At Salisbury University: Nabb Research Center

Members in attendance: Phil Tilghman, Angie Jones, Michael Scott, Liz Bellavance, Shanie Shields, Sue Revelle, Tracy Sahler and John Cannon. Creig Twilley 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 May 2011 Minutes.

Action: Motion made by Mr. Cannon and second by Ms. Revelle to approve May 3, 2011 Minutes. Motion approved by majority.

Treasurer's Report: Dreanna Ryan presented for Mr. George Whitehead

Discussion: The budget has a negative balance due to the schedule of incoming deposits from the City and County. Mr. Twilley noted that we do not have the final budget from the County for FY 2012. PAC 14 has conserved funds raised this year from donations and grants and has not purchased or repaired any video gear. The contingency funds were discussed and it was determined that those funds will be saved toward future replacement of aging head end equipment which could cost upwards of \$75,000.

Executive Director's Report: Mr. Creig Twilley

Discussion:

1. Data Doc Report – New program hours are one less than last month, Religious programs and Producer Workshop are the same, the Community Calendars are down a little and the visitor count still seems short. Membership remained the same and we are going to look into that.
2. CMC Visit – We are going to Carroll County on June 15, 2011. We have 12 seats filled. We have reserved a 15 passenger van for the trip from Enterprise. The members of the City Council, County Council and the Cable Advisory Committee have been invited to attend. Trip expenses were discussed and it was decided that the people attending would pay for the lunch.
3. No update on Survey Monkey – Mr. Scott and Mr. Twilley will re-group on this later in the Summer 2011.
4. City Council Work Session on May 24th - The understanding is that the budget will remain at 30% for the first two quarters of the 2011-2012 Fiscal Year, the third quarter we will receive 27.5% and the fourth quarter we will receive 25%. This will be a \$6,500 cut with the idea that we will be between 20 – 30% depending on the funds available. The plan is that the ordinance will be changed to 20% with a severability clause. The City will be meeting on Wednesday, June 8, 2011 at 3 p.m.

Finance Committee: Mr. George Whitehead (not present)

Discussion: They have not met.

Development Committee: Mr. Mike Scott

Discussion:

- Mr. Bob Culver shared that the County Budget included cuts to PAC 14, but they have been minimized.
- Development committee has set a goal of raising \$50,000 through sponsorships.
- Mr. Scott has created a matrix to show the primary shows that we will be able to get sponsors for. The board can share their thoughts regarding companies they think might be interested in sponsoring a show. The committee have discussed having three levels of sponsorships (i.e., Platinum Sponsor \$5,000 – an estimated 500-600 views per year of their promotional material (30 sec. logo, video & voiceover), Gold Sponsor \$2500 – 10 sec. video & voiceover and then the Silver Sponsor with 5 names of proud sponsors for \$1,000 ea.). At some point, there may be a fourth level for regional when we are reaching more than Wicomico County.
- Mr. Scott has started to create a brochure to describe the value and why they would want to sponsor.
- Once the plan is in place, the possible sponsors will be divided among the board to solicit businesses.
- Carlos Mir has offered his contractual services to sell sponsorships, but we have not made that commitment.
- Membership will be a separate vehicle. Mr. Twilley shared information received from the Director at Carroll County Community Media Center (CMC). Ms. Weir said that CMC does not have an annual meeting and the paying members do not have a vote as it is considered a conflict of interest. The CMC board votes on everything and they only provide an annual report.
- The goal is to have the plan approved by July 1, 2011.

- Vaughn Baker and Marianne Kelly have been invited to be involved in the Development Committee. The PAC14 Board needs to vote to add them to the Committee.
- Mr. Tilghman suggested that this be run like a capital campaign with an honorary chairman that selects people (4-5 committees) to work with bankers, large businesses, etc. Those committees will take the names and approach them before the campaign becomes public. The hope is when we present this at the annual meeting that we already have collected at least half of the needed funds and hope that the members hear the work that PAC14 and the Development Committee donate to raise the remaining funds.
- Mr. Twilley shared that there are a couple producers that are very excited and want to get sponsors for their own shows.
- Mr. Cannon suggested have a “Sponsor of the Year” where we have a show to discuss their business and giving to the community.
- We will get in touch with the Salisbury Area Chamber of Commerce and send a letter with the sponsorship information to their members. Ms. Bellevance recommended that we talk with Spicer Bell from the Community Foundation as well.
- Ms. Jones thought we should find a community with public access that is more similar to Wicomico County as far as population and financial outlook that we are experiencing to find out how they handle memberships, etc.

Old Business

Agenda Item: Annual Meeting

Discussion: We have reserved the room at MAC, Inc. with a capacity of 150 and easy access parking. We will have to pay their staff person \$80 to open/close, set up and brake down for the meeting.

Action: We will begin to work on the Annual Report for the October 4, 2011 meeting. We will provide light refreshments at the 6 p.m. meeting. Work on the program/brochure with highlights, pictures and emphasizing the PEG component. We can invite organizations to share their support for PAC 14 or prepare a video of the various organizations testimonials. The meeting will consist of nominations, elections and share the financial report, data doc information, etc. We will offer time at the end of meeting for the public to share their thoughts. We will tape the annual meeting and air it on PAC 14. Mr. Twilley suggested also having “Volunteer of the Year”. We can set up a camera and record comments from the members as well.

New Business

Agenda Item: County & City Budget Cuts

Discussion: We have already discussed the City cuts and mentioned that the County will be cutting us as well.

Agenda Item: Tri County Council

Discussion: The Development Committee thought it would be a great opportunity to have access television housed at PAC 14 to televise Worcester & Somerset County Meetings, etc. Mr. Tilghman, Mr. Scott and Mr. Twilley will have 15 minutes to present the information for public access. Mr. Cannon will talk with Mike Pennington about the vision and to figure out the plan to present at the meeting.

Agenda Item: Board Member Terms

Discussion: Ms. Jones has this information and she will provide it to Dreanna Ryan and Creig Twilley.

Agenda Item: Adjourn

Action: The meeting was adjourned by Mr. Phil Tilghman, Chair at 5:15 p.m.

Next Meeting: July 12, 2011

Hand Outs provided via email

May Minutes Agenda Financial Document Data Doc - provided at meeting