

PAC 14 Board Meeting Minutes
March 7, 2013 at 4 p.m. @ Salisbury University

Members in attendance: Michael Scott, George Whitehead, Bob Culver, Faye Wilson, John Cannon, Angie Jones & Tracy Sahler attended representing board members. Creig Twilley and Sherry Hostetler attended representing PAC 14

Absent: Shanie Shields, Sue Revelle & Mark Thompson

Welcome and Call to Order: Vice-Chair Ms. Faye Wilson for Mr. Michael Scott

Secretary's Report: Typed minutes presented for review from February 2013 meeting.

Discussion: Review of the minutes from the February 2013 Board Meeting

Action Taken: Ms. Wilson asked for motion to approve the minutes. Mr. Whitehead made motion to approve.

Ms. Sahler seconded motion. February minutes were unanimously approved by board members.

Executive Director's Report: Mr. Creig Twilley

Discussion:

1. **Data Doc Report** – Statistics for February 2013: Visitors-125, Gov't Hours Live-8, Gov't Hours Studio-6, Public Hours Studio-14, Community Calendar Requests-71, New Program Hours-45, New Producer Workshop Attendees-6, Request for Coverage - 3, On-Line Camera Reservations-143, Members-1177. New program hours were down considerably from February due to less government/voting programs being recorded for viewing. Recording the total number of visitors each month remains one of the biggest challenges.
2. **Update on VOD data usage** – Mr. Twilley created and presented the first Google Analytics Video-On-Demand report from statistics during the month of February 2013. There were 1,091 Unique Visitors, 2,412 Hits with 406.35 MB Bandwidth.
3. **Fy2013 PAC 14 Grant Updates** – Two current grants are proceeding well. One is with Wicomico Families and Partnership (ends June 30) and the other with the Wicomico Co Health Department -Cigarette Restitution (ends May 31). Women Supporting Women also wants to partnership with PAC 14 with grant dollars to make short videos to post on website.
4. **Comcast Renegotiations update** – Salisbury City contract with COMCAST has been extended to July 2013. Mr. Twilley has not heard anything regarding the contract. He received a phone call from engineer and escorted him to locations in community to check quality of Standard and HD channels. Contractor stated PAC14 quality was better than many.

Treasurer Report: Mr. George Whitehead

Agenda Item: February 2013 Financial Statements

Discussion: Mr. Whitehead presented the February Financial Reports from Quickbooks. Two reports were provided. The 1st report displayed the income versus expenses through YTD with the Wicomico County grant itemized separately. The 2nd report displayed the total income and expenses YTD against the budget estimate YTD, as requested from board members during February meeting.

Agenda Item: Discussion on designating carryover 2012 funds for equipment.

Discussion: Board previously voted during August 2012 meeting to designate carryover 2012 funds for capital equipment purchases. Mr. Whitehead remembered a conversation with PKS about a suggested percentage for designated equipment purchases. Ms. Hostetler had sent an email on 3/5/13 to PKS requesting the percentage recommended for designated expenses. As of the date of this board meeting, Ms. Hostetler had not received a response from PKS. The board suggested the item be tabled for discussion at the April board meeting after receiving the requested information from PKS.

Old Business:

Agenda Item: Grant writing assistance with Small Business Development – Memo Diriker (Mike Scott).

Discussion: It was unclear from February meeting as to the action to be taken. Mr. Scott will research and report in April.

New Business:

Agenda Item: FY2014 Budget Review & Discussion

Discussion: PAC 14 presented to Wicomico County Executive and staff the requested budget for FY14. This budget was based on FY2013 expenses, and also included a \$50K request for capital equipment purchases. They also examined the operating budget and were supportive of attempting to restore the PAC 14 county funding to the level from the year before last at \$73K versus the current \$66K. The county was very impressed with the service PAC 14 has been providing Wicomico County. The FY2014 PAC 14 budget is being developed for board approval and is looking at a more realistic income level to raise in addition to county & city funding amounts. The board decided it would be best to wait until after the county funding decision to approve final 2014 PAC 14 budget.

Agenda Item: Yearly Church donations.

Discussion: Discussion was held on how to handle delinquent yearly church donation payments for production services. Four churches are two years in the arrears. A discussion ensued about the best approach to handle delinquent payments. A decision was made by the board for a letter to be composed and send to delinquent churches asking for explanations on extenuating circumstances, also asking them to submit a proposal to solve their delinquencies. The letter will be drafted by Mr. Twilley and sent to board members for review prior to submission to churches. The answers will be addressed by the board on a case-by-case basis.

Meeting Adjourned: The meeting was adjourned by Mr. Michael Scott, Chair at 5:00 p.m.

Next Meeting: Scheduled for Thursday, April 4 at 4 p.m. at the E.S. Regional GIS Cooperative Bldg.

Hand Outs provided by email prior to the meeting: March Agenda, February Minutes, February Data Doc, February Quickbooks Reports (2)