

PAC 14 Board Meeting Minutes
May 3, 2011 at 4 p.m.
At Salisbury University: Nabb Research Center

Members in attendance: Phil Tilghman, Mark Thompson, Angie Jones, Michael Scott, Liz Bellavance, Shanie Shields, Bob Culver, Sue Revelle, Tracy Sahler and John Cannon. 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 April 2011 Minutes.

Action: Motion made by Mr. Cannon and second by Ms. Revelle to approve April 5, 2011 Minutes. Motion approved by majority.

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

Discussion: The budget has a negative balance of \$1,614.20 due to the schedule of incoming deposits from the City and County. Discussed advertisement cost of \$697 which resulted from advertising for the Office Manager Position in November 2010. Members agreed that the new budget format is easier to read.

Executive Director's Report: Dreanna Ryan present for Mr. Creig Twilley in his absence.

Discussion:

1. Data Doc Report – The visitor number is higher. Signs have been posted throughout PAC 14 to remind everyone to sign in every time they visit. The board member attendance was also added to the total for April.
2. CMC Visit – We have two dates (Thursday, June 16th & Wednesday, June 22nd) to choose from. We will check with Mayor Ireton and Rick Pollitt to decide on date and then email the board to get a count.
3. Salisbury Festival Recap – Great weather and attendance for the festival. Mr. Taylor, Mr. Gore and Mr. Twilley have great footage for a PAC 14 promo and a promo for the Festival. Mr. Tilghman hosted a live recording of “One on One” with Mayor Ireton. We received 15 additional supporters and we have 12 new people that “Like us” on Facebook.
4. No update on Survey Monkey
5. Humane Society Donation – We will be receiving \$500 every month from the Humane Society due to a great adoption rate since the show began on PAC 14.

Development Committee: Mr. Mike Scott

Discussion: Development committee has set a goal of raising \$50,000 through sponsorships. They have discussed having three tiers of sponsorships (\$1000 – Multiple companies advertised together, \$2,000 – A brief mention of your company alone or \$5,000 – an on-site taped ad). Mr. Culver mentioned that Carlos Mir has offered to sell sponsorships for a commission. Mrs. Shields and Mr. Thompson suggested asking the churches to have a “Love Sunday for PAC 14” and collect a special donation and to ask for their congregation to become members of PAC 14 because of the service that we provide to them every week. Mr. Tilghman suggested contacting each church that airs programming to determine their level of giving. The fundraising would be done for the Fiscal year. The goal is to have the plan approved by July 1, 2011 to begin raising funds towards the \$50,000 goal. Currently needed is \$33,000.

Old Business

Agenda Item: Annual Meeting

Discussion: SU was unable at this time to reserve a room for Fall 2011. Mr. Garrison was also having trouble figuring out the best room for us, therefore, Dreanna began searching other options.

Action: 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.

New Business

Agenda Item: Nominating Committee

Discussion: Ms. Tracy Sahler has accepted the position on the PAC 14 Board as the representative for the Board of Education.

Action: Motion made by Mr. Scott and second by Ms. Jones to approve Ms. Sahler to the Board. Motion approved by majority.

Agenda Item: County Budget

Discussion: Mr. Culver has assured us that we will receive a flat budget from the County. He indicated that there would be no change and the budget would remain the same.

Agenda Item: Tri County Council

Discussion: The Development Committee discussed 3 County Access at their meeting on April 5, 2011. Mr. Tilghman and Mr. Scott met with Mr. Mike Pennington to discuss the additional counties. Mr. Rick Pollitt agreed to present this at the Tri County Council Meeting. Mr. Cannon expressed the importance of having strong negotiators on our side for the re-negotiation with Comcast. The City negotiations are first and the County is second. Mr. Culver also mentioned that 14% of Wicomico County does not have access to cable. Mr. Scott suggested that a reminder go to Mayor Ireton and Mr. Pollitt regarding the CAC committee.

Agenda Item: PAC 14 Director

Discussion: Mr. Tilghman announced that the Executive Committee met via email and discussed removing “Interim” from Mr. Twilley’s job title. Ms. Jones did not receive the email, therefore, she was not aware and raised the question about the evaluation that was supposed to occur prior to approval of Mr. Twilley as Director. Ms. Jones reminded Mr. Tilghman about the prior Executive Committee decision to perform an evaluation and to date no evaluation has been conducted. Mr. Tilghman, Mr. Scott and Mr. Whitehead discussed Mr. Twilley’s performance and agreed that he is the best person for the position.

Action: Motion made by Ms. Revelle and second by Ms. Sahler to approve Mr. Creig Twilley as the official “Executive Director” for PAC 14 at the current pay. Motion approved by majority.

Agenda Item: Adjourn

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

Next Meeting: June 7, 2011

Hand Outs Provided via email

April Minutes Agenda Financial Document Data Doc - provided at meeting