

PAC 14 Board Meeting Minutes
September 13, 2011 at 4 p.m.
At Salisbury University: Nabb Research Center

Members in attendance: Phil Tilghman, Angie Jones, Michael Scott, George Whitehead, Mark Thompson, Shanie Shields and John Cannon. Creig Twilley and Dreanna Ryan attended representing PAC 14. Ms. Laura Mitchell attended for Tri County Council update. Mr. Ray Perdue and Ms. Ginger Heatwole attended from PKS to discuss Fiscal Year 2011 Financials. Meeting was opened by Mr. Phil Tilghman.

Welcome and Call to Order: Chair Phil Tilghman

Secretary's Report: Reviewed the August 2011 Minutes.

Action: Motion made by Mr. Cannon and second by Ms. Shields to approve August 2011 Minutes. Motion approved by majority.

Treasurer's Report: Mr. George Whitehead, Mr. Ray Perdue and Ms. Ginger Heatwole

Discussion: The draft financials for June 2011 were presented by Mr. Perdue and Ms. Heatwole. The fourth paragraph was discussed regarding the value of the SU building that PAC 14 resides in. Ms. Heatwole explained that it is not necessary to have that value. It was determined that the letter from Mr. Dan O'Connell regarding the compilation vs. audit should be attached to the financial statements. The final End of Year Financial Statements will be available at the Annual Meeting on October 4th. Mr. Whitehead mentioned that Mr. Twilley requested that a portion of the reserves be set aside for equipment replacement. The Executive Committee agreed on the amount of \$35,000 to replace the head end as the current equipment has been fully depreciated. The consensus was that overall PAC 14 has done well managing funds despite the tough economy with a reduction in assets of only \$1,697. Mr. Perdue and Mr. O'Connell will be present at the annual meeting to discuss the financials to the members.

Mr. Whitehead reviewed the July financial statement and mentioned the following:

- The City has paid the 1st quarter payment since this report was generated
- Production Services for \$1,250 should be put in the Web/Master Services category where it was budgeted for \$2,500.
- Payroll – Other should be re-labeled to indicate that it is for the individual salaries.

Action: Motion made by Mr. Whitehead and second by Mr. Scott to approve the draft of the June 2011 Financial Statements. Motion approved by majority.

Executive Director's Report: Mr. Creig Twilley

Discussion:

1. Data Doc Report – Visitor count is better, workshops are down due to Summer which also reflects in the new programs. We have found that people were getting confused with the event coverage requests and the community calendar requests, therefore, we have removed the event coverage request from the website. We also do not have the manpower & volunteers available to fill the requests for event coverage.
2. Annual Report – A sample was passed around, price for printing 150 was discussed. Ms. Mitchell recommended that we get pricing from DiCarlo Printing and Ms. Shields will try to get a sponsor or two to advertise to cover the estimated cost of \$250 for the printing. The financials will be added to the report.
3. Mr. Twilley talked to Dennis Weller at Clear Channel. Occasionally they will donate a billboard to non-profits, but the set up costs are \$750 (12 x 24 vinyl wrap). Mr. Twilley thought we should wait on that until we have a capital campaign.
4. Tri-County Council Meeting on 9/19/11 3 p.m. at One Stop still on schedule – conference call with Sue Buske
5. Muir Boda has a Community Spotlight magazine and he gave us a full page (\$500 value) with an announcement of our Annual Member Meeting. Mr. Boda would like to be on the Development Committee and he has pledged to give \$10 every month through Donate Now.

Finance Committee: Mr. George Whitehead

Discussion: They will meet in October 2011. The date has not been set.

Development Committee: Mr. Mike Scott

Discussion:

- We need a new chair.
- Mr. Scott talked to Mr. Vaughn Baker who is very interested in helping to raise money, but the thought is the Summer is not a good time.
- Mr. Scott also talked with Stacy Weisner who agreed to help the development committee. Ms. Weisner seemed to think it would be easy to raise money for PAC because of the benefit PAC14 brings to sponsors and community.

Old Business

Agenda Item: Annual Meeting

- 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 the meeting.
- Complete the Annual Report.
- Provide light refreshments.
- Complete the power point
- Invitations have been distributed to the member email list, posted on the Website, the Community Calendar and on Facebook.
- Ms. Mitchell recommended setting a number of memberships and hold a membership challenge/drive. Mr. Twilley suggested having a Development Committee meeting prior to the Annual Meeting.
- Mr. Scott discussed getting members in attendance to fill roles such as a volunteer coordinator or a membership coordinator, etc.
- Mr. Twilley will send everyone the agenda.
- Mr. Tom Taylor will prepare a video for the end of the meeting.
- Members will vote on the by-law changes regarding the Finance Committee.
- The nomination committee will hold a vote to fill the position left by Ms. Bellavance. Mr. John Cannon, Mr. Mark Thompson and Ms. Faye Wilson are candidates for the board. Mr. Muir Boda and Ms. Stacy Weisner would like to serve on the Development Committee.
- We will have a camera set up for people to speak about PAC 14.

- Ms. Mitchell also suggested having a 50/50 at the meeting to raise funds (6 tickets for \$5 or an arm length for \$10).

Action: Motion made by Mr. Whitehead and second by Ms. Shields to add Ms. Stacy Weisner and Mr. Muir Boda to the Development Committee and nominate Ms. Faye Wilson as a member on the Board. Motion approved by majority.

New Business

Agenda Item: Update New Broadcast System – Head End

Discussion: Mr. Twilley is researching to make sure that we get something to last and offers everything that we need, streaming built-in, video on demand, etc. Queen Anne’s County has the system and he wants to visit.

Agenda Item: Financial Program with local bank

Discussion: There has been a discussion regarding a sponsorship for a new program where the sponsor and host are one in the same. There are some possible legal questions with this particular situation and it was suggested that Mr. Twilley discuss this with the consultant, The Buske Group, to get an opinion.

Agenda Item: Adjourn

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

Next Meeting: October 4, 2001 - 6 p.m. at MAC, Inc.

Hand Outs provided via email

August Minutes Agenda Financial Document Data Doc