

**PAC 14 Board Meeting Minutes**  
**April 4, 2013 at 4 p.m. @ Salisbury University**

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

**Absent:** Shanie Shields, Sue Revelle, Angie Jones and Bob Culver

**Welcome and Call to Order:** Chairman Mr. Michael Scott

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

**Discussion:** Review of the minutes from the March 2013 Board Meeting

**Action Taken:** Mr. Scott made motion to approve minutes. Ms. Sahler seconded motion. March minutes were unanimously approved by board members.

**Executive Director's Report:** Mr. Creig Twilley

**Discussion:**

1. **Data Doc Report** – Statistics for March 2013: Visitors-154, Gov't Hours Live-19, Gov't Hours Studio-4, Public Hours Studio-16, Community Calendar Requests-69, New Program Hours-52, New Producer Workshop Attendees-5, On-Line Camera Reservations-154, Members-1179
2. **Update on VOD data usage** – Mr. Twilley presented the Google Analytics Video-On-Demand report for statistics during the month of March 2013. There were 706 Unique Visitors, 1700 Hits with 15 gigs bandwidth. The PAC 14 website had 830 unique visits with an average stay of 3 minutes.
3. **Fy2013 PAC 14 Grant Updates** – The contractor, Suzanna Mallow, has been working on the Wicomico Families and Partnership grant, which ends June 30. There has been excellent feedback from the partnership sites on her work. PAC 14 signed for the 2<sup>nd</sup> half of the Wicomico Co. Health Department Cigarette Restitution grant for another \$4500; that grant ends May 31. Women Supporting Women still has an interest to partnership with PAC 14 with grant dollars to make short videos to post on their website, but no agreement has been developed as of this date.
4. **Comcast Renegotiations update** – Mr. Robinson, the contractor working on the Salisbury City review, has been on medical leave and PAC 14 has not heard anything regarding the new the contract. Mr. Twilley will follow up with Tom Robinson and update the board via email.

**Treasurer Report:** Mr. George Whitehead

**Agenda Item:** March 2013 Financial Statements

**Discussion:** Mr. Whitehead presented the March Financial Reports from Quickbooks. PAC 14 is doing very well in maintaining a positive balance. As of 3/31/13 there was a net balance in the general fund of \$22,100.92. It was noted there was a much larger than estimated non-profit sponsor income as of 3/31/13, placing the organization in a more positive financial position than anticipated.

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

**Discussion:** Board voted during August 2012 meeting to designate carryover 2012 funds for capital equipment purchases. As a follow up to the March 2013 meeting, research with PKS on the recommended % of funds to be designated for equipment purchases, it was determined there was no set amount. After careful discussion by the board members, a motion was made by Mr. Whitehead to change title of the Equipment Fund to Contingency Fund and have all carryover monies at the end of each fiscal year be transferred to Contingency Fund. This will provide flexibility in how such funds could be utilized if an emergency need for monies arose. Ms. Wilson seconded the motion. Board approved unanimously.

**Old Business:**

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

**Discussion:** This item was tabled until the next board meeting. Mr. Scott will research and report.

**Agenda Item:** FY2014 Budget Review & Discussion

**Discussion:** A discussion was held on when to prepare the FY2014 Budget and bring to the board for approval. It was decided to wait until after Wicomico County finalized its budget and it was determined whether PAC 14 would receive the \$50,000 capital funds for equipment and an increase in FY2014 funding back to previous FY2011 levels. This would provide PAC 14 with more data in order to accurately prepare the FY2014 budget for board approval.

**Agenda Item:** Yearly Church donations.

**Discussion:** A letter was prepared and sent to churches in the arrears for FY2012 and FY2013 video production services donations. April 15<sup>th</sup> was set as the deadline for such churches to petition and present PAC 14 with a plan to address delinquent payments. These plans (and those churches not responding) will be brought to the board on a case-by-case basis to address.

**New Business:**

**Agenda Item:** Salisbury Festival -- 4/27/13 Update

**Discussion:** Mr. Twilley informed the board of PAC14's plan to participate in the 2013 Salisbury Festival. The format will be similar to 2012, but there will be a focus on directing visitors to connect with PAC14 through our social media outlets. Mr.

Scott recommended Twitter for PAC 14 to promote special or new programming PAC 14 staff will implement. Ms. Hostetler was to send to board members a sign-up sheet so those volunteering could sign up for a convenient time slot. A discussion ensued about the possibility of participating in a 'meet & greet" through the Chamber of Commerce in order to promote PAC 14 in the future.

**Agenda Item:** Proposed Change in Board Meeting Schedule

**Discussion:** Mr. Twilley presented to the board the possibility of conducting meetings bi-monthly rather than every month. This was an acceptable proposal. Mr. Twilley agreed to follow-up during the two-month period regarding such items to be addressed by board members. Mr. Whitehead presented the motion to change the board meetings to every other month with the next meeting to be held June 6. Ms. Sahler seconded the motion. The motion was passed unanimously.

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

**Next Meeting: Scheduled for Thursday, June 6 at 4 p.m. at the E.S. Regional GIS Cooperative Bldg.**

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