**PAC 14, INC BOARD MEETING MINUTES**

*6-9-21*

**Opening**

The board meeting, held on the Zoom platform was called to order by George Whitehead at 4:00 p.m.

**Present**

George Whitehead, Tom Taylor, Mark Thompson, Jen Myers, Brett Hammond, Jack Galloway, Tracy Sahler, Mark Grutkowski, Demetria Marshall, Suzanna Mallow

**Approval of Minutes**

Mark Thompson motioned to approve the 2-10-21, and 4-14-21 minutes – Suzanna seconded. All approved.

**Treasurers Report**

Jen presented the Quickbooks P&L, and balance sheet. George mentioned there was a negative $46,000 at the bottom of the P&L. Jen explained PAC 14 is waiting on the County capital reimbursement of approx. $16,000, the City capital reimbursement of approx. $5,000 as well as the City quarterly payment $28,000.

**Executive Director’s Report**

Tom started the report by saying that PAC 14 is getting busy with the easing of COVID restrictions. Tom covered updates on new programs, such as Southern Delmarva Economic Forecast, The Discovery Museum, Wor-Wic Graduation, SBY 3rd Friday, Rotary, YMCA, Charter Review, S/WMPO, Lynching Memorial, Government Meetings, Planning and Zoning, Drug Free Wicomico Award Ceremony.

George and Tom had an exit interview with Emili on May 24th. (Emili’s last day was 5/28) Tom said he couldn’t make the position a F/T position at this time. George noted that during the exit interview Emili stated she liked having the creative freedom during her time here. So it was suggested if PAC 14 hires a graphic designer to make sure they are an independent worker.

Mark G mentioned the Lynching Memorial Ceremony went well. He said it’s been heartening and validating to experience the wide variety of support and requests from a multitude of civic organizations, public and government programs. Tom said Mark has taken on new shows and has been doing a great job.

**Old Business**

George brought up the opportunity to vote on the Strategic Plan. Brett addressed the big takeaways of the Strategic Plan. He said cable subscribers are declining, cable fees are dropping and the Strategic Planning Committee thinks it is wise to look into the possibility of becoming a broadcast station. Motion to approve Strategic Plan by Brett; Demetria seconded (also Suzanna). All in favor.

Mark T and Jen collaborated on a letter/application/press release to go out on SBY Biz Journal on Facebook to attract new board members. Mark T asked if anyone had a chance to review Julie Peters application for board member. Tom screen shared the application. Brett asked if Julie Peters was going to be a secretary or treasurer for PAC 14 board. George said he would reach out to her to setup a meeting to chat about what is available and to give her more info on the board. Mark asked for a motion to bring Julie Peters on the board, Demetria seconded, all in favor. George will email her and let her know.

Suzanna said there is a possibility that Scott Cinnamon may interested in serving on the board. Tom said if there is a conflict of interest in serving in the board and offering legal advice then we will figure that out in the upcoming meeting with Scott Cinnamon.

Tom updated on the budget request letter (letter to ask the county of they would be in parity with the city on the percentage for franchise fees). The only responses were from John Cannon and Josh Hastings. The county budget increase was approved.

George said he did reach out to Larry Dodd about attending PAC 14 meetings and has not heard back from him.

The MOU with SU seems it will be executed and set to follow the previous MOU and they (SU) will update us when it is complete and ready to sign.

Last item on old business is Podcasts. Suzanna said the Podcast would be a great way to get PAC 14 logo out on an audio only podcast which would air the city county council meetings. As people join the podcast they’ll see the PAC 14 logo on their device. Brett mentioned someone was supposed to research this. Tom mentioned Emili and Matt were focused on a Podcast but there wasn’t a final agreement on what the podcast content would be. Suzanna said the podcast would create greater access and more accessibility we offer, by showing the logo. Suzanna asked if Jen ever researched the info. Jen said she did research multiple outlets for advertising and shared them in the 4.14.21 meeting and offered to send them out to everyone again. Tracy Sahler said she felt a little skeptical about the popularity of city and county council meetings on a podcast but thought the one on one show is popular and may be well received. Tom mentioned cost and personnel to consider for the additional steps of the podcast but he is willing to look into it. George asked if this was something an intern could help with – Tom replied it is possible but the interns have a regimen to follow.

**New Business**

Tom informed the board of new donations made recently - $200 from Judylynn Mitchell / host of Story Time, and $300 from Jerry Everett, local producer of Eckankar Broadcasting Group.

George said PAC 14 (and Creig Twilley) received awards for their work on Overdose Awareness project.

Demetria said she is the President of the Salisbury Kwanzaa Club and is hosting the 2nd Annual Umoja Awards on Aug 21, 5 p.m. She said she would like to award board member Mark Thompson. Mark said he is MC’ing the County Fair but accepted and said he would be able to attend.

Shannon and Anastasia are work 180 hours this summer to complete their interships.

Tom let us know that TidalHealth has asked us to film another surgery. Creig is scheduled to cover this. He is trained in O.R. protocol.

**Adjournment** Meeting adjourned at 4:51 p.m.

**Next Meeting** August 11, 2021 4:00 p.m.