

VCAM Board of Directors Meeting Notes
July 25, 2011

Attending: Llu, Bear, Selene, Kwacha, Dave, Sam (via Skype), Rob

A – Introductions

B – No public comment

Accept Minutes June 27 Meeting, motion; Dave, 2nd: Bear – Approved
Financial Review – Rob

Rob reviewed financial reports and explained how money comes in to VCAM and the accounts we use. We have separate operating and capital budgets. An appropriate level for what should be maintained in reserve funds is 6 months expenses. Discussion on using capital reserve to purchase new studio cameras, cost \$106K. We will need to also purchase a new switcher, cost \$40K. Discussion on operating reserve, look into possibility of hiring PT staff to work on outreach/development, perhaps use a consultant to do this, such as branding, community education, etc. Rob was asked to do a Funds Report for each board meeting. Motion to accept, Bear, 2nd Kwacha, Approved

E – ED update

Rob is working with VAN on Vermont Telephone Co.'s application for a certificate of public good to offer cable to their customers (mostly in the lower Connecticut River Valley). Rob and Bear will be attending the ACM Annual meeting in Arizona the week of 8/1. RETN/VCAM are having discussion on capital expenses that affect both operations (like new studio equipment). BAMO (Burlington Access Media Organizations - VCAM/RETN/CCTV) are working on 3 projects, one was the joint production for the Mardi Gras Parade, the 2nd is an educational event to be held on 9/22 at Champlain College featuring author Jeffery Chester, 7-9pm. 3rd is working on a process for membership intake.

C – Old Business.

Board reviewed committee assignments put together by Llu, Chairs are to be: Programming – Bear/Kwacha co-chairs, Marketing – Selene, Development – Deidre. There was discussion about using staff time on committees and we should be clear up front on staff's role on each committee. Rob agreed that Seth should be on the Marketing committee.

Policy & Procedures. Rob read the changes made to document from last meeting. Motion to send P&P for legal review by Dave, 2nd by Bear – Approved.

D – New Business.

Discussion on future Board Meeting schedule, Motion that Board meeting every other month on the 4th Monday of each odd numbered month starting in September. It is the intent of the board to have committee meetings every other month on the even numbered months starting in August. Board will review this schedule in March. Moved by Dave, 2nd Bear – Approved.

Selene asked Rob to post retreat minutes on google docs.

August party, discussion on whether we should do this with RETN/CCTV – Yes.

Have a picnic at Oaklodge Park? Yes, Shoot for Monday 8/22 at 6pm. Rob will share details/duties. Bring something to share, VCAM will provide protein.

LLu asked board members to complete the Skill & Identity Matrix and return to her. Fill out whatever you feel comfortable sharing.

E – Other Business. [Note: Sam was unable to remain on the phone, losing our quorum].

Discussion on Mission/Vision. Discussed using the mission on our web page or a 2003 approved mission statement. We liked the shorter version. We agreed that the Exec Comm will look at this. Llu reviewed her draft Mission. Llu will ask for feedback from all board members.