

VCAM Board of Directors Minutes

Monday, September 26th, 2011

Attendance & Call to Order

The meeting was called to order at 6:09pm by Llu Mulvaney-Stanak.

In attendance: Rob Chapman (Executive Director), Lluvia Mulvaney-Stanak, Bradley Holt, Deidre Healy, Bryan Agran, Dave Cranmer, Chris Evans, Patricia Davis, Selene Colburn, Michael Kurt

Absent: Sam Mayfield, Brad Ingalls

Standing Business

Public Comment

No members of the public were present.

Minutes Approval

The minutes from the July, 2011 VCAM Board of Directors meeting were accepted.

Financial Review

- Rob presented a VCAM Reserve Funds Report document dated Sept 26, 2011.
- Capital expenditures this year have been significant (new equipment).
- VCAM has developed new tracking methods for capital maintenance.
- Received check from Burlington Telecom. This check was 12% less than it was last year. Budgeted more than we should have. Will need to update this budget.
- Discussed bringing Mike (Treasurer) in on discussions with accountants.

Financial report approved by Board.

Executive Director Update

- Negotiations with Comcast will be happening soon.
- Lawyer has finished review of policies and procedures draft. Had a lot of comments, too many to discuss here and now. Will be in Google Docs and inbox soon.
- Communicating with Comcast about hooking up a remote origination site for Hinesburg.
- Provided an update on VAN activities
- Many people came through for Art Hop

Board Committee Reports

Marketing/Outreach Committee (Selene)

- Selene passed out a VCAM Communications Audit document.
- Next step is to put together a marketing strategy and identify key areas that emerged from the community needs assessment.
- Upcoming: analysis of potential audiences.

Development Committee (Deidre)

- Haven't yet met.
- How will VCAM pay for development on an ongoing basis?
- Who is responsible for development?
- What's involved in fundraising (research into potential sources).
- Preparing approaches, creating material, etc.
- How funds will be managed, event planning, etc.
- Question of organization culture needs to be approached w/ sensitivity. What kind of money do we want to raise and from whom do we want to raise it? Honoring commitment to providing value to the community.
- Ramifications of relationships with current partners and funders.
- Goals, statement of purpose, specific strengths and identifiers.
- Programming /services (what VCAM does) audit and relationship trees (who do we know).
- Develop a statement of values with the staff. Useful in marketing and public relations.
- Set goals, estimate cost of raising money, set time lines, find cash, setup benchmarks and evaluations.
- Discussion ensued about possible development opportunities.
- Rob suggested potentially budgeting for a development coordinator.
- Rob asked if we should partner with CCTV on initiatives.
- Deidre sees development and fee-for-service as two different things. Potentially breaking fee-for-service out of the Development Committee. Discussion about possibly moving this to the Programming Committee.

Programming Committee (Kwacha)

Programming Committee has yet to meet.

Executive Committee (Llu)

- Bringing staff on to committees.
- Marketing Committee already has staff.
- Reviewed, updated, and condensed vision and mission statement.
 - Dave read vision and mission.
 - Discussed and updated vision statement.
 - Deidre and Bill Simmon will wordsmith mission.
 - Conversation tabled until next meeting.
- Committee reviewed existing bylaws which have been unchanged for years.
 - Committee discussed having a self-populating board

- Committee will be looking at bylaws.
- Deidre mentioned that it would be nice to explicitly allow on-Board members on committees.

Open Meeting Law

- Full Board meetings should be “warned” on website
- Committees have to follow open meeting law as well.
- Recommend “warning” meetings on VCAM website within a week of the meeting.
- Regularly scheduled meetings are the best way to “warn” meetings.
- Executive Committee recommends the above to other Committees.

New Business

- Discussed plans for Producers’ dinner.

Next Board of Directors Meeting

The next VCAM Board of Directors meeting will be on Monday, November 28th, 2011.

Adjournment

The meeting was adjourned at 8:03pm.