

**Minutes of the Meeting  
TCTV Board of Directors October 25, 2011  
TCTV Studio A**

**Called to Order:** 6:05 PM by Sam Cagle, President

**Present:** S Cagle, M. Dahlen, V. deVille, J. Ford, J Gutierrez, D. Schlesselman, M. Sullivan,

**Absent:** M. Gilmore, P. Paluskus, A. Potter, J. Tennis and B. Van Schoorl

**Staff:** D. Vinsel, Executive Director, K. Spada, Office Coordinator

D. Vinsel took a moment to introduce to the board to new member services staff member Andrea Capere.

**Consent Agenda: Meeting agenda, Minutes from September 27, 2011**

A correction to minutes is made by changing pasty to past.

**Approve Consent Agenda with corrections to minutes from September 27, 2011: Motion made to approve consent agenda. J. Ford moved for approval; D. Schlesselman second; Motion passed**

**2012 Operating Budget Preview – D. Vinsel – Attached to minutes**

This is a budget preview. We are expected to stay on the course of expenses and any new programs that we implement will have to be self-sustaining or something else removed from the budget to cover it. No anticipated changes in the number of personnel but she is looking into re-allocating staff programmatically to make more efficient use of skills and availability. We must fundraise 5-10% of total budget.

The jurisdiction contracts are adjusted by Seattle CPI (consumer price index) and she will look to make sure that all contracts are adjusted. Any increase will most likely be absorbed by the increase in health insurance costs.

All contract services expected to continue. There is a decrease in the Hometown contract; we still expect to have on ongoing role with reduced responsibilities and contract amount. Panorama City contract ends 9/30/2012 and at this point she doesn't know if it will be extended.

No changes in membership fees expected.

We are working on a re-structure of the training program. When training on the new HD cameras, we are looking at providing an 8 GB card as part of the training fee. The training fee will be adjusted to cover the cost of the card and to offset the cost of staff time so there will be an increase from the normal \$20 fee. We may also offer some more advanced classes that will cost more than the normal \$20. The \$20 fee was used in the training estimate figure for the budget.

Total Estimated Revenue is \$554,065.

She showed personnel expense projections with a 1%, 2%, and 3% increase. She used the 1% increase for the budget estimate preview. She would like to see raises for the staff.

No changes in the general operations expense. The contracted professional services expense includes \$10,000 for an audit. After discussion with B. Van Schoor! it was decided to do a full audit every 4 years and a review audit every 2 years in between the full audit. Some of the tests done on a full audit are not preformed on a review audit.

No changes for youth media, staff/board activities, supplies, and software/network maintenance from 2011. Anticipated expenses are \$595,800 which leaves a gap of \$41,735 to be filled with fundraising. Really need to focus on fundraising this year. Biggest return for your dollar is when you ask someone to write a check; not hosting a big fundraising event.

\$41,735 may seem daunting but it is attainable. She can remember back in 1983 when we lost a contract with SPSCC and it left a \$70,000 hole in the budget. We are in a very unique situation with the jurisdictions that we have that revenue stream instead of having to raise all of our operating revenue. Whether the money comes from another big contract, the board challenge, corporate circle, or a combination of all; we can fill the hole. Corporate Circle donations are about \$4,000. She is using the 25<sup>th</sup> Anniversary to tie in with the Corporate Circle when talking to them about renewing.

#### **Board Challenge & Outreach Program / 25<sup>th</sup> Reunion Event – D. Vinsel**

Reconnecting with previous board members to ask for their support and invite them to the 25<sup>th</sup> reunion. She is sending around the list to each board member now for you to mark your name next to any past board members that you know and you would like to be the donor steward for.

A Thank You Letter (attached to minutes) will be sent out to each past board member and she would like current board members to personalize the letter at the bottom. Once the letters and mail merge are done, she will have board members come back in to personalize them.

November 7<sup>th</sup> at 5:30 p.m. will be another planning committee meeting for the 25<sup>th</sup> Reunion Event.

November 15<sup>th</sup> she would like to have a phone-a-thon where board members will follow-up on the letters sent out to past board members with a phone call and personal invitation to the reunion event.

TCTV Reunion on December 4<sup>th</sup>. Membership meeting will be held at 3:00 p.m. and the Reunion Party will be held from 4:00-6:30 p.m. The mix and mingle is from 4:00-4:45 and the program from 4:45 to 5:45 with everything ending by 6:00 p.m. We will serve heavy horderves and sparkling cider. Studio B will be a history museum. A table will be set-up for donations. She will look into anniversary pins that we may be able to give away for a certain level of donation.

Invitations for the event will go out to past and present board members, current TCTV members, and elected officials.

Sterling Saving may be partnering in the event. They are definitely renewing their corporate circle membership.

## **Board Recruitment – S. Cagle**

S. Cagle and D. Vinsel met with Sandra Kaiser for a community representative board position. She is here tonight to sit in. S. Cagle read her bio that was submitted on the board application. She has 25 years working with TV and media internationally and has experience working with grants. She worked as an American Diplomat. She feels "TCTV is a force for good". S. Cagle asked Sandra Kaiser if she would like to talk more about her background further with the board.

S. Kaiser – She has recently moved back to the Northwest. She has always wanted to be involved in Community TV and would love to be part of the effort. Her background is in Media, Cultural, and Educational Affairs.

**Motion made to Approve Sandra Kaiser as Community Representative to the Board: V. deVille moved for approval; J. Ford; Motion passed.**

## **Staff Report – D. Vinsel –**

**Truck** is sod for \$1275

**L&I Contract** extended – Director's Webcast December 12, 2011 – Approximate \$4000.

**Community Productions** are very busy right now; candidates' forums went very well. We partnered with the Olympian and they are good forums; please take a look at them. We did three, one each for City of Tumwater, Lacey, and Olympia along with the Video Voters Guide. Election night we go live at 8:00 p.m. on November 8, 2011. There will be cell phone interviews in the field along with an interview with Mayor Mah and possibly Craig Ottavelli who are both going out of office.

Yo Santa will be on December 17, 2011.

**Panorama Television** – We are having the first class this week. It is a Digital Stories Class. Peter and I will work with the TV Team to develop the structure on how things will operate. 100 people came to the first presentation where we hosted a cookie reception. She is really looking at a training circle where if a person sticks in the circle they will get trained on everything, but if they only take one or two classes they can still use what they learn.

S. Cagle – Might there be a time the board can come out and see what is going on? D. Vinsel – Don't see why not, they meet every Thursday at 9:00 a.m.

## **Other Business –**

D. Vinsel – call for board nominees will go out soon. We will possibly have openings for three member representatives for the board. She did receive another application by email today for the board. They met with Carter Hick and asked him to hang tight because at this point all Community Representative positions have been filled. The members elect Member Representatives and the board elects Community Representatives.

S. Cagle – Would like to go once around the table for any other discussions.

D. Schlesselman – Communications building is under renovation at Evergreen.

M. Sullivan – Building 22 at SPSCC is being gutted and renovated for 30 million dollars in an 18-month project.

S. Cagle – 1<sup>st</sup> Corp is doing 10-minute field reports. He is hoping to get MPAA Team down to TCTV to see the station.

J. Ford – Member drive is wrapped up. They are having another record sale in February. They lost significant federal funding.

M. Dahlen – Will invitations go out to elected officials? Are we still interested in doing the Raffle?

D. Vinsel – Yes invitations will go out to elected officials.

D. Vinsel – We may be able to do a small raffle for the reunion.

D. Vinsel – TCTV vs. KLTV bowling smack down. We did lose this match on October 2, 2011 and the next one is scheduled for sometime in January. The record is TCTV 2 wins KLTV 1 win so we are still ahead.

S. Cagle – No other business

**J. Ford moved for meeting adjourned, D. Schlesselman seconded. Meeting adjourned 7:35 p.m.**

Recorded by Kimberly Spada, Office Coordinator