



# Director Report

## January 2022

### Personnel / Administrative

- We have a need for additional production staff – so far, between Rebekah & myself plus the help from Board members Noah & Susan, we've been managing the meeting coverage. However, between all of that evening work and the other regular operational work that needs to get done, we are maxed out. I have tried the word-of-mouth searches, some of which showed some promise, but nothing yet has come to fruition. It is time to post the position.

### Programming & Production

- The meeting coverage has been going well – lots of hybrid meetings, and each one is a little different. This past week, we did a live remote broadcast of a hybrid Mt. Holly Selectboard meeting. I am trying to get us back on track with doing of the meetings live.
- At the Mt. Holly meeting, the proposal for the AV system for hybrid meetings was officially approved, using the Town's ARPA funds. That will be getting installed within the next couple of months.
- The same goes for Plymouth – its Selectboard approved a very similar proposal for a system, also to be installed in the next couple of months.
- With the State legislature now in session, I have reached out to local legislators about recording regular updates. Rep. Charlie Kimbell is now doing them with me every Friday – we started last week. I was in the studio and he joined remotely.
- Last year, we saw an uptick in community engagement with the live streaming & broadcasting of Green Mountain HS basketball games. And this Fall, we had a parent, Amy Mosher, cover all of the boys' soccer games and several girls' games. I had hoped to have someone covering the basketball games this year, but the school ended up entering into a contractual arrangement with NFHS Network, as many other schools around the State do, whereby NFHS installs AI-based robotic cameras and streams the games, for a fee. In an effort to keep up with the level of sports coverage, I subscribed us to NFHS for \$70, which gives us access to the games, which we can then share. We have always practiced an unofficial policy of not paying for programming, but there is just cause for this. However, I do think we should adopt a policy for paid programming, as it cannot be a general practice of ours to do so.
- We are producing a live stream of a fundraiser comedy night (Rusty Dewees) for the Expeditionary School on Thursday Jan. 27. More to come on that.

### Community Engagement

- Underwriting: Lots of activity over the last month. Thanks to Board members Pat, John, & Susan, for your involvement on this front. We have raised \$3,500 so far in the underwriting campaign. This year's underwriters now include Marylou Scofield, Esquire; HWC Financial; Little Yellow House Studios; The Killarney; VT Properties / William Raevis Real Estate; Senior Solutions
- Marketing News: We continue with the e-news, although there were a couple of weeks where one didn't get sent. We're getting those back on track. We had a meeting yesterday with our marketing contractor Wendy, Rebekah, & myself. I have asked Wendy to join our Community Engagement Committee as an ad hoc "advisor", much like we have Wendell for the Finance Committee.

- Apprenticeship: We continue to work with a student from the Expeditionary School at Black River. He is working with us 2 afternoons per week, which has been going well.
- More on Municipal AV Systems: I recently had a conversation with Brendan McNamara, Cavendish Town Manager. He said they are interested in installing a system in the Town Office. And I am still in conversations with the Town of Andover. If both of these Towns move forward, that will make all 6 Towns that we currently cover!

## **Facility & Equipment**

- Building Project: Henry Erickson provided a cost estimate, which I have not yet been able to review in detail. But right off the bat, I did see notice some things that need to be clarified. I don't think it's worth going over this yet as a group until I do a follow-up with him. This "first pass" of an estimate is showing approx. \$154,000 to finish the building this year.
- Energy Efficiency: Overall., it's lacking in our space, and we need to address this at long last, whether or not we do the full project this year. At the very least, we need to make improvements to the HVAC system, install the ceiling fans, have the metal exterior doors replaced, and add panes to the original interior windows. Some of these items were addressed in an energy audit that was completed several years ago by Efficiency VT / Neighborworks of Rutland County

## **VAN**

- VAN's Budget Request: I need to correct some misinformation my report from last month on this topic. I wrote that VAN requested "nearly a \$1 million appropriation" in the State's FY2023 Budget. That is incorrect. The total request is \$900,000, but it ended up being broken down into 2 separate requests: a \$300,000 request in the FY2022 Budget Adjustment and a \$600,000 request in the FY2023 Budget. The requests are now in front of the House Appropriations Committee for consideration, and the discussion so far has been encouraging.

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