

HARFORDTV BOARD MEETING

May 11, 2023

HarfordTV Office

399 Thomas Run Rd.

Bel Air, MD 21015

CALL TO ORDER: Aaron called the meeting to order at approximately 8:53 AM.

ATTENDEES: Ryan Sexton, Ron Sollod, Aaron Cahall, Linda Norman, Kirstie Durr, Tom Kunkel, Eddie Hopkins, David Anderson, Linda Rich, Ryan Sexton, Bob Lidke, Kay Moore, Kelly Jara **Excused Absences:** Jessica Boyle-Tsottles, Matt Shiffermiller **Unexcused Absence:** Mark Novak, Adam Rybczynski, Lauri Orzewicz, Karen Handy, Wayne Hepler

Aaron called for a review of the March meeting minutes. Motion to approve was made and seconded and the vote was taken. The minutes were approved.

Executive Director's Report

Kelly said her report covered March and April.

Special Announcement: Kay will be retiring July 1st after 22 years. The job posting went up yesterday, internal only for 1 week. There will be some sort of retirement celebration to which the board will be invited. Details are being worked out.

Van, Freelancer, and Studio

Productions are listed in her report and self-explanatory.

We covered our first Track & Field event. It went well so we may do it again next year. 'How to Buy a Home in 2023' sponsored by Freedom Federal and including Linda Rich, was recorded and is airing.

Harford 250 Showcase was a wonderful 2-day event. We had a crew there and recorded 31 interviews with people talking about why they love Harford County and sharing memories of living in the county. This is currently being edited into a 45-minute to one-hour long show which we will air in the near future.

Marketing

VOD numbers are listed in her report.

Ability in Focus numbers are high due to a school featured in the show sharing the link.

Harford Heritage is very popular also.

Facebook Live numbers are included in her report.

Programming Update

We have 5 summer concerts scheduled in Bel Air and Havre de Grace.

We will be live streaming and airing the Bel Air 4th of July Parade. If the parade is cancelled for inclement weather, we will be notified in the early morning. Kristy Breslin will be the emcee.

New Business

Our budget was presented to the Council in April. It went well. The \$30,000 Kelly requested for fixing up the HTV office was approved.

Kelly will submit the Business Plan after the Strategic Plan is finalized. The committee will meet over the summer to finish it and will present it to the board for review and vote on approval at the September meeting.

Eddie Hopkin introduced David Anderson, Bel Air's new Media and Public Relations Specialist, who will be taking over as Bel Air's representative on the board after he is approved by the Council, probably in June.

Armstrong will be installing an encoder and our HD channel will go live hopefully next week. Ryan will coordinate a joint launch announcement with Kelly.

Our meeting notice email to Karen Handy, our Verizon representative, came back as undeliverable. Kelly will contact Verizon to see if Karen is no longer with the company and if so, how we can get a new appointee.

There being no other new business to discuss, the meeting ended at approximately 9:20 am.

The next HTV Board meeting will take place on **Thursday, September 14, 2023** at **8:30** am, at the HTV office.

Wishing everyone a safe and enjoyable summer.

Kay Moore
Administrative Assistant