

## HARFORDTV BOARD MEETING

September 14, 2023

HarfordTV Office

399 Thomas Run Rd.

Bel Air, MD 21015

**CALL TO ORDER:** Wayne called the meeting to order at approximately 8:56 AM.

**ATTENDEES:** Ron Sollod, Linda Norman, Kirstie Durr, David Anderson, Linda Rich, Wayne Hepler, Louise Anderson, Matt Shiffermiller, Kelly Jara, Bob Lidke & Jackie Howard. **Excused Absences:** Jessica Boyle-Tsottles, Mark Novak, Aaron Cahill, Tom Kunkel, Lauri Orzewicz & Ryan Sexton **Unexcused Absence:** Adam Rybczynski

Wayne called for a review of the May meeting minutes. A motion to approve was made and seconded and the vote was taken. The minutes were approved.

### **Executive Director's Report**

Kelly started with a few special announcements. She asked everyone to welcome Jackie Howard, our new Administrative Specialist, and thanked the board members who attended Kay's retirement celebration. In May our new HD channel 101 launched on Armstrong. Kelly thanked Ryan Sexton for his help to make it happen. Our *Kaleidoscope* program's Shine a Light segment featuring ceramic artist Paul Lyon won 2 Telly Awards, a silver in Videography/Cinematography and a bronze in Directing. Freelancer Tommy Duncan was the videographer and editor, and Jessica Cleaver from the Harford County Cultural Arts Board was the producer. Lastly, the HarfordTV office has been updated with new carpet and paint.

### **Mobile Van, Freelancer, and Studio Productions**

Productions are listed in Kelly's report and are self-explanatory.

The 21<sup>st</sup> Annual Mid-Atlantic HS Baseball Classic was a paid client with a \$1,300 donation to the HTV Foundation.

### **PSAs & Pre-Produced Programs**

Harford County Government provided us with 15 *Harford Happenings* videos airing as fill, and 6 PSAs that aired during the summer. We produced a PSA for Maryland Center for the Arts' Harmony in the Woods Music Fest and 4 PSAs for Harford 250's Night at the Ballpark.

The Harford County Association of Realtors provided their *Harford Housing: A Local Outlook* program.

### **Programming Update**

*Harford 250: In Their Own Words* and the *Pride of Baltimore II* were both a huge success. We plan on submitting them for awards. *Harford 250: In Their Own Words* will also be added to the time capsule celebrating Harford County's 250<sup>th</sup> anniversary.

We've confirmed our fall high school sports schedule with 13 games; the schedule is included in Kelly's report.

Two new programs are underway. On September 1, we debuted *On the Move with We Cancerve*, produced in partnership with We Cancerve Movement. It's a children's program, which is a good fit since we no longer produce *KidsTV News*. The second debuting October 1 is *Cool Harford Schools*, produced in partnership with HCPS.

Kelly met with Rachel Trovato, the county's new Disabilities Coordinator, and confirmed that she wants to continue producing *Ability in Focus*.

*Inside Harford County* has resumed with County Executive Bob Cassilly. There have been two live shows and the County Executive is pleased with the production.

### **Marketing**

VOD and Facebook live numbers are listed in Kelly's report.

*Harford 250: In Their Own Words* had a special premiere at two locations on July 7, the Bel Air Armory and the Havre de Grace Opera House. It was promoted with a press release and social media by many partner organizations. The community was excited to see the program and Harford 250 was very pleased with it.

We've had 5,300+ Facebook views of *Pride of Baltimore II* because it was shared by several organizations and we boosted our Facebook post.

Bel Air's July 4<sup>th</sup> parade has had 1,800+ views on Facebook.

Exciting news, we've surpassed 5,000 followers on Facebook.

Kelly sent an updated Strategic Plan to the committee for review. Wayne brought his revisions and will give them to Kelly. He suggested that we add our achieved goals from the last plan. Kirstie stated that she would review and email Kelly with her thoughts. Kelly wants the updates listed to be within the last 5 years and the goals to be broad. The committee preferred that the plan is 2 pages max.

### **New Business**

Kelly said that she was contacted by Councilman Dion Guthrie with the request to record and air the Joppatowne/Edgewood Community Advisory Board meetings held at the Sheriff's Office Southern Precinct. The request did not include livestreaming the meetings on HarfordTV's Facebook page, but she assumes that they would want that too. They are currently livestreaming the meetings on the CAB's YouTube page and are having Wi-Fi/cell phone signal issues.

Kelly asked the Board for their thoughts. Her concerns are that we would have the same Wi-Fi/streaming issues since we need a strong signal as well. We currently do not livestream from Edgewood HS or Joppatowne HS because of this issue. Also, what we do for one CAB, we would have to do for all. We wouldn't be able to provide this service to all CABs in the county.

Ron stated that he attends the CAB meetings and that this is a Wi-Fi issue that the county is aware of and working to fix. Bob agreed and made some suggestions regarding the correct settings on cellphones, and possibly hardwiring to the internet vs. pulling from 4G or 5G. Wayne agreed and said that it was not something that HarfordTV could help with.

The board agreed that because it is a Wi-Fi issue, not something HarfordTV can fix, and because we can't provide the same service to all CABs, we should not record/air/livestream the Joppatowne/Edgewood CAB meetings.

The new schedule was distributed, please add the meeting dates to your calendar. A board list was also distributed, let Jackie know if your contact information needs to be updated.

The next HTV Board meeting will take place on **Thursday, October 12, 2023**, at **8:45** a.m., at the HTV office.

Jacqueline Howard  
Administrative Specialist