

HARFORDTV BOARD MEETING

October 12, 2023

HarfordTV Office

399 Thomas Run Rd.

Bel Air, MD 21015

CALL TO ORDER: Aaron Cahall called the meeting to order at approximately 8:52 AM.

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

Without a quorum in attendance to vote, Aaron asked everyone to review the September meeting minutes.

Executive Director's Report

Mobile Van Productions

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

Studio Productions & PSAs

Studio productions are listed in Kelly's report and are self-explanatory. Harford County Government provided a PSA promoting their Harford County Veterans Resource Fair on 10/21.

Programming Update

We launched *Cool Harford Schools* on 10/1 in partnership with HCPS and have received positive feedback. We will be producing new shows quarterly.

Kelly was contacted by Don Mathis from Voices of Hope with the idea of a roundtable event that brings many addiction-related organizations in the county together for an hour-long program during the holidays (late November/early December). She likes the idea and is working on the event details.

Marketing

VOD and Facebook live numbers are listed in Kelly's report. The most viewed events on Facebook were both football games.

HCPS helped promote the launch of *Cool Harford Schools* with a press release/social media. The Bel Air Patch picked it up on 10/5.

Kelly mentioned that our board meeting minutes are now listed on our website, on the bottom of the About Us page.

Our ad will be included in the *Harford's Most Beautiful* program on 10/19, as part of our sponsorship of the event.

Our social media followers and September website analytics are listed in Kelly's report and are self-explanatory.

Strategic Plan

The proposed Strategic Plan was presented for review and approval. Kelly explained that the updates include our progress within the last 5 years, with the accomplished goals from our last plan highlighted in red. The report is two pages, per the committee's request to keep it short. The objectives are broad, so Kelly can draft specific goals in her annual business plans. Tom suggested adding that HarfordTV provides emergency messaging during severe weather and other events. The board decided that including it wasn't necessary. A correction needs to be made under programming updates that changes Twitter to X. A motion to approve the Strategic Plan with the one correction was made and seconded. The Strategic Plan was approved.

New Business

This is the meeting that we ask our County Council liaison for their thoughts on next year's budget. Kelly said that our big item for FY25 will be a new production van. Our current van is 16 years old and reaching its end of life. The cost will include the van itself and outfitting it into a TV control room. Next steps will be a meeting with Jessica, Kelly and Council President Pat Vincenti. It was asked if we should also include other items in our FY25 budget, like a flight pack or second smaller production van. Although our yearly calendar lists Kelly's budget presentation to the board in November, she asked if it could be presented in January, like she's done for the last few years. The board agreed.

With a quorum in attendance, Wayne called for approval of the September meeting minutes. A motion to approve was made and seconded. The minutes were approved.

The next HTV Board meeting will take place on **Thursday, November 9, 2023**, at **8:45** a.m., at the HTV office.

Jacqueline Howard
Administrative Specialist