

HARFORDTV BOARD MEETING

November 9, 2023

HarfordTV Office

399 Thomas Run Rd.

Bel Air, MD 21015

CALL TO ORDER: Wayne Hepler called the meeting to order at approximately 8:54 AM.

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

Without a quorum in attendance to vote, Wayne asked everyone to review the October meeting minutes.

Executive Director's Report

Mobile Van Productions

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

Freelancer & Studio Productions

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

Programming Update

Deer Creek Chorale provided their *Light Beyond Shadow Concert* that will be airing in the month of December.

Kelly was contacted by Don Mathis from Voices of Hope with the idea of a roundtable event that brings together many addiction-related organizations in the county. Further discussion has taken place and it's been decided that the event will be sponsored by the HarfordTV Foundation and scheduled in early 2024. It was suggested that this could be an annual program.

Marketing

VOD and Facebook live numbers are listed in Kelly's report. The cheerleading tournament was the most viewed on VOD. The most viewed events on Facebook were the Havre de Grace/Edgewood football game and the Marching Band Showcase.

Kirstie asked if we should pursue sponsorship of the events with high viewership. Everyone agreed that the idea was worth exploring further.

On the Move with We Cancerve was featured on the front page of the Aegis in the month of October.

Our ad will be included in the Harford Youth & String Orchestra and Nutcracker programs. Both are part of our sponsorship for recording/airing the events.

Our social media followers and October website analytics are listed in Kelly's report. Our Facebook numbers are growing thanks to Bob inviting everyone who interacts with our posts.

New Business

Kelly asked for the board's assistance finding a new Treasurer for the foundation. Please provide her with any recommendations. Kelly also mentioned that she will have the FY25 budget ready for review/approval in January and that meeting attendance is critical to vote. Tom asked if Kelly met with the Council President about the production van request. She is waiting on pricing before requesting the meeting.

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

The next HTV Board meeting will take place on **Thursday, January 11, 2024**, at **8:45** a.m., at the HTV office.

We wish everyone a Happy and Safe Holiday Season.

Jacqueline Howard
Administrative Specialist