

HARFORDTV BOARD MEETING

April 11, 2024

HarfordTV Office

399 Thomas Run Rd.

Bel Air, MD 21015

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

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

Without a quorum present, approval of the March meeting minutes was moved to the end of the meeting.

Executive Director's Report

Budget Work Session

Kelly will be presenting our FY25 budget as part of the County Council's Budget Hearing on April 22 at 2pm in the Council Chambers.

Mobile Van Productions

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

Studio Productions

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

PSAs

Harford County Government provided 10 preproduced PSAs promoting Volunteer Fire & EMS recruitment. We produced and are airing a PSA for the Harford County Sheriff's Office promoting awareness/help in finding Rachel Morin's killer. We produced and are airing a PSA promoting Maryland ABLE's savings program for people with disabilities.

Marketing

VOD and Facebook live numbers are listed in Kelly's report. Public Health Matters continues to be our most viewed program on VOD.

We promoted our *Facing Addiction in Harford County* event with a press release and boosting our Facebook post. The Aegis promoted the event on 3/12 and also featured it in a front-page article on 3/20.

Our social media followers and March website analytics are listed in Kelly's report.

Aaron investigated what the "Not Set" number is in Google Analytics, since it's been included in our website analytics reports. It may be a glitch by Google. Kirstie suggested that it may mean the HTML is missing title/tags, or pages weren't built correctly. Kelly will ask Brand3 for clarification.

New Business

Kelly reminded the board that having a quorum at our next board meeting on May 9 was important because she'll be presenting next year's Business Plan for review and approval.

David mentioned some upcoming dates for Bel Air's 150th Anniversary Celebration: 4/11 Ring the Bell for Bel Air, 4/27 "Then and Now" community event & concert at the Bel Air Armory, and 7/4 time capsule opening and presentation of 150th items at Shamrock Park.

Without a quorum still not present, approval of the March minutes was moved to the May meeting.

The meeting was adjourned at 9:10am.

Jacqueline Howard
Administrative Specialist