

HARFORDTV BOARD MEETING

March 14, 2024

HarfordTV Office

399 Thomas Run Rd.

Bel Air, MD 21015

CALL TO ORDER: Wayne Hepler called the meeting to order at approximately 8:47am.

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

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

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.

PSAs

We produced and aired a PSA for Marriage Works of Maryland's Marriage Seminar. We're also airing preproduced PSAs from Harford 250, promoting the US Army Field Band Jazz Ambassadors' Concert, and *On the Move with We Cancerve* promoting our next show. Kelly shared how the show is growing and how Zack Gwiazda, We Cancerve's Board President and a Bel Air High School student, is doing a great job with editing.

Programming Update

Overcoming Drug Addiction in Harford County: Finding Facts, Solutions & Hope last night was a success. Ron attended the event and was impressed with how smoothly the show ran and the overall message. Don Mathis worked very hard on the event, from selecting the panelists to providing the information that was shared. HarfordTV Foundation will consider hosting the event next year.

The spring sports schedule is provided, and we will be recording Track & Field again this year because of last year's success.

Building Updates

We have been approved for new fire and security systems, with the cost covered by the Facilities Department. Installation will happen in April.

Our building roof needs repair as well, and we are waiting for quotes from the Facilities Department.

Marketing

VOD and Facebook live numbers are listed in Kelly's report. *Public Health Matters* received the most VOD views in January and February.

Our ad was included in the ATHENA Awards program.

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

New Business

The board needs to elect a Chair and Co-Chair. Aaron Cahall was nominated for Chair and Mark Novak for Co-Chair. Wayne called for a vote. A motion to approve Aaron and Mark was made and seconded.

The board would like to thank Wayne for his many years of guidance, friendship and commitment as HarfordTV's Chair. We wish him a wonderful retirement.

The meeting was adjourned at 9:13am.

Our next meeting is scheduled for **Thursday, April 11, 2024, 8:45am**, at the HTV office.

Jacqueline Howard
Administrative Specialist