

## HARFORDTV BOARD MEETING

May 9, 2024

HarfordTV Office

399 Thomas Run Rd.

Bel Air, MD 21015

**CALL TO ORDER:** Wayne Hepler called the meeting to order at approximately 8:51am.

**ATTENDEES:** Tara Lathrop (representing Jessica Boyle-Tsottles), Aaron Cahall, Ron Sollod, Linda Norman, Tom Kunkel, Don Mathis, Cindy Mumby, Lauri Orzewicz, Wayne Helper, Louise Anderson, Ryan Sexton, Matt Shiffermiller, Kelly Jara, Bob Lidke & Jackie Howard **Excused Absences:** Mark Novak, Kirstie Durr, David Anderson, Linda Rich

With a quorum present, Wayne called for approval of the March 14 and April 11 meeting minutes. A motion to approve each was made and seconded. Both minutes were approved.

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

Kelly started the meeting by introducing our two new board members, Don Mathis serving District F and Cindy Mumby, the County Executive's representative.

### **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.

### **Marketing Efforts**

VOD and Facebook live numbers are listed in Kelly's report. Public Health Matters continues to be the most viewed program on VOD. Kelly looked further into the reason why and learned that an older show is posted on a local company's website.

Cell service in Edgewood has recently improved, so we are now able to livestream from Edgewood HS.

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

Kelly met with Brand3 about the Not Set numbers we've seen in our website analytics. Since it's only happened four months, Brand3 is confident that it was a bot. If we begin seeing them monthly, they will investigate further.

### **New Production Van Update**

The van was included in the FY25 budget. Jackie has been working with the Fleet Department to secure a van. Her last update was that they did find one, and next steps are to prepare all the documentation to take to the Board of Estimates in June for approval, with a delivery date in July. VPC will be outfitting the van and they have

proposed a 4-to-6-week installation schedule which will allow us to meet our goal of completion.

### **Foundation Update**

Don Mathis has also joined our foundation board as the Treasurer, and we're very happy to have him. At the next foundation meeting later this month, the goal is to plan our fundraising activities for the next year.

### **New Business**

#### **Business Plan FY25**

Kelly presented the FY25 Business Plan. As a reminder, the summary page includes our strategic plan goals for the next five years.

Under Governance/Operations, the first goal is to develop the expectations of HTV board members and the role they play in accomplishing our goals. The second goal is to continue advocating for the expansion of our building.

Under Marketing, the first goal is to develop a marketing plan for the year that identifies our goals and a monthly plan for accomplishing them. The second goal is determining if our website is effectively connecting visitors to our programming. Louise mentioned that she would look into the agreement with Verizon and see if it states how far beyond Harford County our channel reaches, which in return could help with marketing.

Under the Foundation, the first goal is to recruit three additional board members. The second is to determine ways to increase revenue. Kelly encouraged the board to keep these goals in mind and offer recommendations.

Under Capital Acquisition, the goal is to purchase and outfit of our new production van.

Wayne called for approval of the Business Plan. A motion to approve was made and seconded. The Business Plan was approved.

Finally, Kelly mentioned that the committee list is included in the packet. Board members are not required, but highly encouraged to join a committee. The time commitment is minimal. Please let her know if you're interested.

The next board meeting will be held on **September 12, 2024**. We wish Wayne a wonderful retirement.

The meeting was adjourned at 9:30am. We hope you enjoy your summer break.

Jacqueline Howard  
Administrative Specialist