

HARFORDTV BOARD MEETING

September 12, 2024

HarfordTV Office

399 Thomas Run Rd.

Bel Air, MD 21015

CALL TO ORDER: Aaron Cahall called the meeting to order at approximately 8:48 am.

ATTENDEES: Aaron Cahall, Ron Sollod, Linda Norman, Lauri Orzewicz, Mark Novak, Kirstie Durr, David Anderson, Matt Shiffermiller, Kelly Jara, Bob Lidke & Jackie Howard

Excused Absences: Tara Lathrop (representing Jessica Boyle-Tsottles), Tom Kunkel, Don Mathis, Cindy Mumby **Unexcused Absences:** Ryan Sexton

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

Executive Director's Report

Kelly welcomed the board back after a summer break and started the meeting with some exciting news. HarfordTV was awarded 2 Bronze Telly Awards for *Harford 250: In Their Own Words* (General History category) and *Pride of Baltimore II* (Public Interest & Awareness category).

Our new production van was delivered from VPC on 8/28.

Mobile Van Productions

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

Freelancer & Studio Productions

Freelancer productions include the Harford County Council Zoning Hearing, *Bel Air Memorial Day Ceremony*, HC Association of Realtors' *State of the Municipalities* and the MD Center for the Arts' *Harmony Woods Music Festival*. Studio productions are listed in Kelly's report and are self-explanatory.

PSAs

We produced and aired a PSA promoting MD Center for the Arts' Harmony Woods Music Festival. Harford County Volunteer Fire & EMS provided three PSAs promoting recruitment. Harford County Government provided four PSAs promoting Laila's Gift, Keep Harford Beautiful and Low Mow Zone. We Cancerve provided a PSA promoting their Pediatric Patient Assistance Fund. We produced and are airing a PSA promoting Arts Across Harford.

Pre-Produced Programs Submitted

The NJCAA provided their Men's Lacrosse Championship recorded at HCC.

Programming Update

We have been working with the Department of Economic Development to produce a video on the benefits of doing business with Harford County. It will be approximately 10 minutes in length and completed in October.

Our Fall HS Sports Showcase schedule is confirmed with 13 games in total.

Marketing Efforts

VOD and Facebook live numbers are listed in Kelly's report. July's *Inside Harford County* featuring the Farm Fair received the most views we've ever had on VOD, 10,251, thanks to Farm Fair representatives posting the program on their website.

Our recording and airing of the HC Association of Realtors' *State of the Municipalities* was mentioned in a 6/25 citybiz article. Kirstie explained that citybiz is an online marketing resource for email blasts, press releases, etc.

The Marketing Committee met last month. They discussed taking the new van on a "van tour" to local events like the BBQ Bash, First Fridays, Italian Festival, etc. Kelly said that the van is booked for many of these dates, and reminded the board that we have a limited number of staff and freelancers who drive and operate the van. We will participate in the Darlington Apple Festival on 10/5. Additional board member recommendations included a ribbon cutting with the County Council, press release and video tour of the new van for social media.

The Marketing Committee also suggested trying Google ads. Kelly said that she was having issues creating ads and would follow up with Tom Kunkel for guidance. Kirstie offered to help as well.

We will continue to boost Facebook posts.

Aaron mentioned that council members sharing our posts would help our reach. Kelly said that their Legislative Aides are largely responsible for their newsletters and social media, so she could send them our monthly activities and ask for promotion assistance.

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

Foundation Update

Our next fundraiser is selling tickets to the Orioles game on Saturday, September 21 at 4:05 pm against the Detroit Tigers. Tickets are \$28.60/each, Lower Reserve. Kelly sent everyone the purchase link and promo code. We're running a Facebook ad. Please share and help us make this event a success. For every ticket sold, the foundation makes \$5.00. The foundation board also decided to raffle off four tickets. We'll be promoting the raffle soon, tickets are \$20 each.

New Business

The following Board Members have resigned: Louise Anderson (Verizon), Wayne Hepler (HCC) and Linda Rich (Aberdeen). Alex Dew, who recently took the place of Wayne at HCC, was excited to join our board but is unable to at this time because of the residency requirement. HCC is working on a replacement. Mark mentioned possibly having someone for Aberdeen. Kelly will send the recommendation to Mayor McGrady. Louise has sent over her replacement information to Kelly.

The meeting was adjourned at 9:28 am.

Our next meeting is scheduled for **Thursday, October 10, 2024, 8:45 am**, at the HTV office.

Jacqueline Howard
Administrative Specialist