

HARFORDTV BOARD MEETING

November 14, 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, Cindy Mumby, Linda Norman, Ryan Sexton, Kelly Jara, Bob Lidke & Jackie Howard **Excused Absences:** Don Mathis, Matt Shiffermiller, Ron Sollod, Mark Novak, Kirstie Durr, David Anderson, Paul Plymouth

Unexcused Absences: Jessica Boyle-Tsottles, Lauri Orzewicz, Tom Kunkel

Without a quorum in attendance to vote, Aaron delayed approval of the October meeting minutes until the January 9, 2025 meeting.

Executive Director's Report

Mobile Van & Freelancer Productions

Van and freelancer 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.

Programming Update

We have completed the Department of Economic Development video on the benefits of doing business in Harford County. Economic Development is very happy with the video and will use it as a marketing tool.

Our winter HS sports schedule is confirmed with 10 total games for the winter season.

Marketing Efforts

October VOD and Facebook live numbers are listed in Kelly's report. For VOD, the Cheerleading Tournament received the most views with 1,327. For Facebook, the HCPS Marching Band Showcase received the most views with 19,284 so far. It's usually our most watched event of the year.

The Harford Chamber of Commerce hosted our van's ribbon cutting ceremony on 10/15. We were honored to receive proclamations from the Harford County Council, Harford County State Delegation and Town of Bel Air Board of Commissioners. We distributed a press release on the van's ribbon cutting.

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

New Business

Cindy shared that next year is the 250th anniversary of the signing of the Bush Declaration. The Historical Society is working on a series of events. They will be inviting the descendants of the original signers to participate. Kelly is interested in producing a video from their 3/22 event.

Cindy also mentioned that we will be producing a video next year to commemorate the 50th anniversary of the end of the Vietnam War, featuring local veterans telling their stories.

HCC has chosen their board representative, Claudia Brown. The council should approve her at their next meeting.

Kelly said that she will have the FY26 budget ready for review in January and that having a quorum is required to vote. There will be no meeting in December; HarfordTV would like to wish everyone Happy Holidays.

The meeting was adjourned at 8:58am.

Our next meeting is scheduled for **Thursday, January 9, 2025, 8:45 am**, at the HTV office. **Please make every effort to attend, we'll be voting on the FY26 budget.**

Jacqueline Howard
Administrative Specialist