

HARFORDTV BOARD MEETING

October 10, 2024

HarfordTV Office

399 Thomas Run Rd.

Bel Air, MD 21015

CALL TO ORDER: Aaron Cahall called the meeting to order at approximately 8:56 am.

ATTENDEES: Aaron Cahall, Ron Sollod, Mark Novak, Kirstie Durr, Cindy Mumby, Ryan Sexton, Paul Plymouth, Kelly Jara, Bob Lidke & Jackie Howard **Excused Absences:** Linda Norman, Lauri Orzewicz, Tom Kunkel, Don Mathis, Matt Shiffermiller, David Anderson **Unexcused Absences:** Jessica Boyle-Tsottles

Without a quorum in attendance to vote, Aaron delayed approval of the September meeting minutes.

Executive Director's Report

Kelly welcomed Paul Plymouth, Verizon's new board member. Paul replaces Louise Anderson and is responsible for state and local government affairs and non-profits.

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.

Programming Update

We are producing a video to commemorate the 50th anniversary of the end of the Vietnam War on 3/26/25. Cindy Mumby mentioned Bob Brown taking point on gathering residents of Harford County to provide their testimony. With the success of Harford 250, we plan to use that template for this program. Kelly plans on shooting in December and January.

Marketing Efforts

VOD and Facebook live numbers are listed in Kelly's report. Football received the most views at 2,268.

Our ad was included in Harford's Most Beautiful People program, as part of our sponsorship of the event.

The HarfordTV van was on display at the Darlington Apple Festival on 10/5. We gave away clear totes that meet the new requirements for HCPS athletic events. The totes were very well received and gave us an opportunity to talk about HarfordTV.

The Harford Chamber of Commerce will be hosting a ribbon cutting ceremony for the van on 10/15 at 3:00 pm in the rear parking lot of 212 S Bond Street. Kelly stressed that it's important that our board members attend.

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

Foundation Update

We made \$322.89 from the Orioles fundraiser - \$207.89 raffle & \$115.00 tickets. The foundation board was hoping for better sales figures; however, the last minute decision to raffle tickets did increase our profit. The foundation will be working on the next fundraiser soon.

New Business

Our October meeting is when we ask our Council Liaison for guidance on next year's budget. Since she was not in attendance, Cindy Mumby was able to lend some insight saying the State of Maryland's budget is projecting flat and the county is also not expecting large growth.

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. Cindy suggested it might be a good topic for our Harford's Heritage program. Kelly will follow up with the show's producers.

There are still two open chairs on our board. Mark Novak said that his suggestion for Aberdeen has completed the application. He will pick it up and deliver it to Kelly. HCC is still working on their representative.

With a heavy heart, Kelly announced the passing of Scott Huffman from VPC. Our staff has worked with Scott for the last 20 years, most recently on the outfitting of our new van. We plan to dedicate our ribbon-cutting ceremony to Scott's memory.

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

The meeting was adjourned at 9:12 am.

Our next meeting is scheduled for **Thursday, November 14, 2024, 8:45 am**, at the HTV office.

Jacqueline Howard
Administrative Specialist