

HARFORDTV BOARD MEETING

February 13, 2025

HarfordTV Office

399 Thomas Run Rd.

Bel Air, MD 21015

CALL TO ORDER: Aaron Cahall called the meeting to order at approximately 8:47 am.

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

Without a quorum present, approval of the January minutes was postponed to later in the meeting.

Executive Director's Report

Mobile Van & Studio Productions

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

Programming Update

HarfordTV will cover the Bush Declaration Celebration weekend on 3/21 & 3/22 and produce a highlights video.

Marketing Efforts

January VOD and Facebook live numbers are listed in Kelly's report, as well as our social media followers. Our games continue to have the most views.

We will be a sponsor of several upcoming events, in exchange for our production donation to each event – the ATHENA Leadership Awards Breakfast on 3/7, Harford County Leading Women event on 3/8, Al Cesky Scholarship Awards Banquet on 5/15, and the Bel Air Town Derby on 5/18. It will be our first time covering the Town Derby. The Bel Air Lions Club is excited for our support and informed us that the event has grown since last year.

Foundation Update

Facing Addiction in Harford County: It's a Family Affair will be held on Thursday, April 10, 6:30 - 8:00 pm at the Havre de Grace Opera House. A keynote speaker has been confirmed, Daniel McGhee, recovery champion and author of *Chasing a Flawed Sun*. Don is working to secure sponsors, with \$250 sponsorship and \$100 endorser levels available. Kelly encouraged board members to consider being an endorser. Don asked the board for their help promoting the event and encouraged them to attend. Last year was a great success and we hope this year to be even more successful.

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

New Business

The board welcomed our newest board member, Claudia Brown, representing Harford Community College.

The meeting was adjourned at 9:03 am.

Our next meeting is scheduled for **Thursday, March 13, 2025**, at **8:45 am**, at the HTV office. **We will be voting on our Chair and Co-Chair for the next year, so it's important that we have a quorum.**

Jacqueline Howard
Administrative Specialist