

## **HARFORDTV BOARD MEETING**

**March 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, Claudia Brown, Ryan Sexton, Lauri Orzewicz, Kirstie Durr, Paul Plymouth, Mark Novak, Linda Norman, Sharif Salama, Tara Lathrop (representing Jessica Boyle-Tsottles), Kelly Jara, Bob Lidke & Jackie Howard **Excused Absences:** Tom Kunkel, Ron Sollod, and Matt Shiffermiller

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

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

Our FY26 budget presentation will be part of the County Council's Budget Hearing with county departments on April 23<sup>rd</sup> at 11am in the Council Chambers.

### **Mobile Van & Studio Productions**

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

### **PSAs**

We tagged and aired a pre-produced PSA for the city of Havre de Grace's *An Evening with Adrienne Lafayette* event on 3/6. We produced both a Good Morning Maryland promo airing on WMAR on 3/19 and PSA for *Facing Addiction in Harford County*.

### **Programming Update**

Our Spring HS Sports Showcase schedule is included in the packet with 11 games. Track and Field is back on the schedule again, after successfully covering our first event last year.

### **Marketing Efforts**

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

### **Foundation Update**

Kelly reminded everyone that *Facing Addiction in Harford County: It's a Family Affair* will be held on Thursday, April 10<sup>th</sup> 6:30 - 8:00pm at the Havre de Grace Opera House. Tickets are free and now on sale. Daniel McGhee is our \$500 presenting sponsor, and we continue soliciting sponsors for \$250 and \$100. To date, Don has secured \$3,350 in sponsorships. Tara suggested approaching Havre de Grace restaurants, asking them to donate a portion of their proceeds the night of the event to the foundation. It's a great way to promote local businesses and help the foundation. Don said he would start talking to local restaurants and encouraged board members to support at the \$100 level.

### **New Business**

Kelly introduced our newest board member, Sharif Salama, who represents Aberdeen. Sharif previously served on the board. We look forward to working with him again.

Cindy asked for an update on the Vietnam War video. We're currently working on finalizing the script and collecting images from the participants. We anticipate completion in April. Kelly suggested having a preview party.

Aaron Cahall is working on the Bel Air 4<sup>th</sup> of July Parade and is ready to schedule a site visit with the crew.

The board voted on a new Chair; Aaron Cahall was nominated again. A motion to approve was made and seconded. Aaron Cahall will continue to be the Chair of the board. Mark Novak was nominated to be the Vice Chair. A motion to approve was made and seconded. Mark will continue to be the Vice Chair of the board.

Kelly asked that our next meeting on April 10<sup>th</sup> be canceled, due to our event being held that day. Therefore, our next meeting will be **Thursday, May 8, 2025, at 8:45 am** at the HTV office.

The meeting was adjourned at 9:12 am.

Jacqueline Howard  
Administrative Specialist