

## **HARFORDTV BOARD MEETING**

**May 8, 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, Ron Sollod, Ryan Sexton, Kirstie Durr, Linda Norman, Sharif Salama, Tara Lathrop (representing Jessica Boyle-Tsottles), Kelly Jara, Bob Lidke & Jackie Howard **Excused Absences:** Tom Kunkel, Matt Shiffermiller, Paul Plymouth, Mark Novak, Claudia Brown and Lauri Orzewicz.

Without a quorum present, Aaron postponed approval of the March minutes.

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

#### **Mobile Van, Freelancer & Studio Productions**

All 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, promoting their Music from the Life & Tour of Lafayette Concert on 4/27, however the concert has been postponed until July. We're airing a pre-produced PSA promoting the Bel Air Town Derby on 5/18.

#### **Programming Update**

Kelly will be meeting with the HCPL team on 5/21 to discuss the future of our *Kaleidoscope* program.

We are planning on launching a new program, the Harford County version of *It's Academic*, in September. Pre-production planning begins in June. The goal is to air a live, monthly program during the academic school year.

#### **Marketing Efforts**

March and April VOD and Facebook live numbers are listed in Kelly's report, as well as our social media followers.

Harford County Government is hosting a special premiere of our Vietnam War video on May 15<sup>th</sup>, 5:00pm at Flagship Cinemas Churchville. It's a free event but registration is required.

#### **Foundation Update**

*Facing Addiction in Harford County: It's a Family Affair* was a success, with a gross profit of \$5,400. Don added how pleased he was with the event and is looking forward to next year.

Our next fundraiser, during the summer, will be an online raffle that includes golf for 4 at Geneva Farm.

Suzanne Tuthill has joined our foundation board.

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

### **New Business**

Sharif had a suggestion for raising revenue for the HarfordTV Foundation, requiring a permit when filming in Harford County. The cost of the application could go to the foundation, and by filing a permit, law enforcement, Fire/EMT, and county government would know when and where the filming would take place. Cindy offered to look into this further.

Cindy mentioned the Bicentennial of Lafayette's Farewell Tour on July 29<sup>th</sup> at Frank Hutchins Park in Havre de Grace. Kelly is on the event planning committee and has agreed to tagging/airing their pre-produced PSA with the events they're hosting March through July.

Harford County will celebrate the U.S. Army's 250<sup>th</sup> Birthday Celebration on June 8<sup>th</sup> at Shamrock Park in Bel Air. Kelly agreed to produce a PSA to promote the event.

### **Business Plan FY26**

Kelly presented the FY26 Business Plan. The goals are the same as our FY25 Business Plan, with the exception of new capital items. Our goal is to purchase closed captioning equipment for our TV channel using funds from the foundation. We would also like to purchase new lights for our studio.

Aaron called for approval of the FY26 Business Plan. A motion to approve was made and seconded. The business plan was approved.

The next board meeting will be held on **September 11, 2025**.

The meeting was adjourned at 9:22 am. We hope you enjoy your summer break.

Jacqueline Howard  
Administrative Specialist