

## HARFORDTV BOARD MEETING

September 11, 2025

HarfordTV Office

399 Thomas Run Rd.

Bel Air, MD 21015

**CALL TO ORDER:** Aaron Cahall called the meeting to order at approximately 8:45 am.

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

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

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

Kelly welcomed the board back after summer break and started the meeting with exciting news. HarfordTV won 6 Telly Awards. *Kaleidoscope's* Shine a Light segment featuring Ezra Berger won our first Gold Telly (Directing category) and 2 Silver Tellys (Editing and Videography & Cinematography categories). *On the Move with We Cancerve's* Spring 2024 show won a Silver Telly (Social Impact category) and 2 Bronze Tellys (Advocacy & Causes and Social Responsibility categories).

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

Van, freelancer 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 promoting their Music from the Life & Tour of Lafayette Concert on 7/27 and Lafayette's Farewell Tour on 7/29.

We produced and aired a PSA for Mason-Dixon Community Services promoting their A Taste of Mason-Dixon event on 6/12.

We aired a pre-produced PSA for MD Center for the Arts promoting their Harmony in the Woods Music Festival on 6/20 and 6/21.

We aired a pre-produced PSA for HCPS promoting Kindergarten registration.

We produced and are airing 2 PSAs promoting SIAB's Maryland Italian Festival on 9/26-9/28.

### **Programming Update**

We have been working with HCPL on the return of *Kaleidoscope*, and resume production on 9/15.

Our new program, *Harford Academic Challenge*, begins in October with monthly shows through May. Jamie Costello will be the host.

Our Fall HS Sports Showcase schedule is confirmed with 14 games.

We're partnering with the Department of Economic Development to record their 12 monthly small business workshops.

We are happy to announce that Verizon has confirmed our new HD Channel 2131. Launch date TBD.

### **Marketing Efforts**

VOD, Facebook live and social media follower numbers are listed in Kelly's report. Facebook now only archives live videos for one month. Sharif suggested livestreaming to our YouTube page, followed by Facebook, as a work around.

Harford County Government hosted the premiere of our video commemorating the 50<sup>th</sup> anniversary of the end of the Vietnam War on May 15 at Flagship Cinema. WMAR and the Aegis covered it.

We hosted a Telly Awards celebration with We Cancerve on 8/8. They received a proclamation from the County Council.

We are a sponsor of the Maryland Italian Festival in exchange for producing and airing two PSAs.

### **Foundation Update**

Our July fundraiser, The Perfect Golf Day Raffle, raised \$400 gross/\$385.26 net profit.

The foundation board will meet to discuss our next fundraiser.

### **New Business**

Don said that we will be working on our next *Facing Addiction in Harford County* event, possibly holding it in March. We're considering a new location like the Amoss Center. A reduced facility rental cost would result in a higher profit. This year's topic will be the impact of marijuana.

The meeting was adjourned at 9:08 am.

Our next meeting is scheduled for **Thursday, October 9, 2025, at 8:45 am**, at the HTV office.

Jacqueline Howard  
Administrative Specialist