

MCT Special Board Meeting Minutes
April 21, 2008

A meeting of the MCT Board of Directors was held at 7548 Standish Place in Rockville, Maryland on Monday, April 21, 2008. The Board members in attendance were:

Toby Beach	Lee Klumpp
Michael Boblitt	Darryl Lesesne
Diane Butts	Sharon Levine
Dennis Courtney	Marian Merewitz
Haig Ellian	Nancy Poole
Merril Hessel	Eugene Saunders
Marion Hayes Hull	Paul Silverman
Jim Klimaski	Francine Wyron

Call to Order

This meeting was called to order at 7:50 p.m.

Also in attendance were:

Richard Turner, MCT Executive Director
Alysia Thaxton, Executive Assistant
Bill Stewart, Secretary of the Volunteer Association
Patricia Stewart, Director of Research, Evaluation & Development

Roll Call

The following board members asked to be excused:

Steve Freidman
Henry Hailstock
Tom Hoopengardner
Paula Moore
Jonathan Walker, Sr.
Noreene Wells

Eugene Saunders moved and Francine Wyron seconded a motion to excuse the board members not in attendance. The motion passed with one opposed.

Tonight's meeting is a special meeting in lieu of the regular board meeting to discuss board outreach in the community. Since the meeting is a special meeting only board outreach and promotion matters will be discussed. Consequently, there will be no committee reports, old or new business discussed.

This meeting was inspired by recent highly successful outreach and promotional events, such as the open house in March, Richard and Toby's meeting with the Bethesda/Chevy Chase Rotary Club and Richard and Lee's meeting with Suburban Hospital.

Merrill brought up that there are three objectives to outreach and promotion:

- 1) Bring in volunteers

- 2) Create more programming
- 3) Increase the amount of viewership

It was suggested that as the station gets promoted in the community and as people get interested in volunteering or producing programs, MCT must be prepared to have classes available immediately so that people don't lose interest and the momentum isn't lost.

It was pointed out that in the summer months the studios are mostly dark so the time to push for new volunteers is July and August since there is an orientation in August and classes begin in the August and September.

The board discussed its role in terms of outreach and further came up with various strategic ideas to connect people and organizations in the community. Some ideas include the following:

- Promote MCT to home schooling organizations and to private schools.
- Classes and training can be done by volunteers.
- Connect with Montgomery County's Arts & Humanities group to request pictures from art shows that would play while the reading for the blind program is running.
- Create a campaign to promote MCT at summer festivals and fairs to correspond with the upcoming fall classes.
- Board members could look within the organizations they belong to and create PSAs or paid-programming for them.
- Volunteers could utilize time on their productions for promotion.
- An email list of producers could be created and used to promote viewership of their programs.

The board emphasized that as people from the community become ready to take classes and volunteer, MCT must have an internal process in place so that the system works seamlessly.

Richard suggested a flow chart be created so that board understands the intake process, i.e. the way tapes are taken. Generally, a person would be referred to a project manager as they get involved in the station.

Lee requested that Richard provide a simple flow chart (less than 2 pages) that explains how the board should initiate outreach, how it should happen, follow-up and a method for measuring results.

The board discussed channel scheduling. Lee requested Richard discuss ideas with staff on making channel scheduling more effective, i.e. what's coming up next.

Patricia Stewart distributed ambassador kits to board members and explained everything in them as well as how board members may best utilize them for promotion. She also added that if additional copies of items are needed for a promotional event that she be contacted 10 days prior to the event so the materials can be ready.

Board members also proposed that they may be apprised of staff outreach events so that they are able to support them through their contacts in the community.

Announcements

- Company-wide Meeting - There will be a company-wide staff meeting on Thursday, April 24th. Staff vacancies and budgetary issues will be discussed and Board members are invited to attend.
- The Lee Klumpp Challenge – The challenge continues with two more checks coming in from board members. Checks can be given to Darryl or Debbie with the Lee Klumpp Challenge written on them. The purpose of the challenge is to demonstrate to the MFP committee the board's commitment and desire to generate outside funds for MCT.

Adjourn - The meeting adjourned at 9:18 p.m.

MCT Board of Directors
Executive Committee
Meeting of April 21, 2008

Call to order – 6:34 p.m.

Attendance

Lee Klumpp, President
Gene Saunders, Immediate Past President
Marion Hayes Hull, First Vice-President
Dennis Courtney, Second Vice-President
Darryl Lesesne, Treasurer
Marian Merewitz, Secretary
Richard Turner, Executive Director

President's Report

- Technology Committee meeting.
 - They discussed \$25,000 mandate for Executive Director to have for Capitol Projects with the need to consider the 2009 Budget and the need for parameters in spending.
- Finance Committee meeting.
 - Financial information was sent out previously to all Board members.
 - The \$25,000 mandate was brought back up for discussion. It was discussed that this part of the budget process needs to be voted on by the entire Board.
 - MCT was financially "Healthy."

- Richard and Lee attended all of the MFP meetings.
- Richard and Lee developed an Outreach Plan to be discussed at the full Board meeting.
- Richard and Lee discussed creating a policy for incentives and bonuses for staff.
- Letters were being formalized to go out to non-profit organizations about board seats.
- Bylaws were going forward as Board had instructed with no change to the #'s of Board members and meeting with Council for any insight planned.
- Lee brought up the significant turnover of staff in the last 90 days and the need to hold off on hiring until the budget is assured so as not to risk firing someone who was just hired.
- Lee considers 4 words significant which embody what has been important to the organization or what needs to be concentrated on: Cooperation, Collaboration, Corroboration, Commitment.

Unfinished Business

Gene brought up that one of the responsibilities of the Executive Committee was to re-look at Richard's review when all of the Periodic Personnel Evaluations were completed. Richard commented that all full-time permanent staff evaluations were now done. Eight remaining part-time staff evaluations still need to be given their one on one meeting.

Executive Director's Report

- Update on Relations with Line Staff, Members and Volunteers
- Companywide meeting Thursday
- Richard requested clarification about ability to recruit staff. Lee Klumpp responded that recruitment for openings using skill sets needed for current organization chart positions.
- Richard requested a formal action to increase the Capital Budget to allow for purchase of a new server.
- Richard requested a formal action to accept the "PEG Network Youth Media Project" grant.
- Richard requested clarification on how to proceed on the PEG channel approach in the formal channel request.

New Business

- In response to the Executive Director's request for a formal action to increase the Capital Budget to allow for purchase of a new server; Darryl moved and Dennis seconded a motion to authorize spending \$4000 from the current surplus for the purchase of a new server. The motion passed unanimously.
- In response to the Executive Director's request for a formal action to accept the "PEG Network Youth Media Project" grant; Darryl moved and Dennis seconded the motion to accept the grant for said amount, up to \$50,000, for the "PEG Network Youth Media Project." The motion passed unanimously.
- In response to the Executive Director's request for clarification on how to proceed on the PEG channel approach in the formal channel request; Darryl moved and Marian seconded the motion to use an approach that is consistent with the last PEG channel approach with a provision for change in the future added to the request. The motion passed unanimously.

Adjourn - 7:40 p.m.

