

BCAT, Inc. Board Monthly Meeting Minutes

Meeting Date: Wednesday, March 15, 2022

Board Members present: Gretchen Kind (GK), Tony Melfi (TM), Paul Wittman (PW), Ralph Hammond (RH)

Board Members attending remotely: Bob Dutton (RD)

Board Members not present: Allan Tate (AT)

Staff Members present: Brian Hebert (BH)

Visitors present: Uma Kaundinya (UK)

Visitors attending remotely: None

Board Meeting held at Bedford TV Studio

General meeting was called to order at 11:05 AM

Approval of BCAT Board Meeting Minutes of February 15, 2022

- The minutes of the BCAT Monthly Board meeting of February 15, 2022, were unanimously approved with the modifications made based on comments received via email prior to the meeting.
- The minutes of the BCAT Executive Session Board meeting of February 15, 2022, were unanimously approved with the modifications made based on comments received via email prior to the meeting.

Executive Director Report Summary

Financial

- Insurance:
 - The Hartford Workers' Compensation audit is complete. After premium adjustment, our total premium is \$6 under budget.
 - Joe Balboni from Clippership Insurance is gathering information and rates for our Media, Directors, and Officers insurance, which is due to the Town on March 21.
 - Philadelphia Insurance Company will be handling our Media (errors and omissions) coverage. Joe Balboni is waiting on the Travelers number for Directors and Officers. It was higher than expected, so he asked them to revisit the numbers, and he will let us know.
 - This year's quotes are significantly less than in the past few years.
 - BC/BS Medical Insurance renewal packet has arrived. We discussed the cost and advantages/disadvantages of renewing coverage with them.
- FY22 Capital Requests
 - Quote for the Broadcast Pix Video Switcher has been sent to the Town Manager to be approved.
- Phones
 - Renewing our deal with Verizon for office phones and fax. Verizon has asked us to switch over to a VOIP phone system. This will add roughly \$5 to our monthly bill, but if we do not switch then our monthly bill will go up by roughly \$33.
 - Disadvantages include: would have to change our phone number; there is a hardware cost to this to buy/rent VOIP-enabled phones.
 - Brian will contact the Town Manager about this option.

- Editing Software
 - Brian, Scott and Sam have all used Adobe Premiere Pro in the past. The cost per license for just Premiere Pro is \$407.88/year/license. This editing software is the most commonly used at other stations and the preferred editing software. It would allow us to hold more classes and better prepare members for editing in the future.
 - Adobe Suite is \$959.88/year/license. This would allow for even more teaching opportunities.
 - Adobe says we get a lower price as a non-profit and by saying that we will be teaching classes on these programs.
 - May need 3 or 4 licenses.
 - Final Cut Pro is not releasing any new versions.
 - This would need to be covered in a future budget.
 - BH will talk with Adobe regarding price and let us know when he has more info.
- Quarterly report is due next month.

Operations

- Personnel changes:
 - Production Assistant, Sam Pappas, began 2/15/22
 - Production Coordinator, Scott Brawn began 2/17/22
 - Executive Director, Brian Hebert began 3/8/22
 - Spring Intern: Sabrina Lewis
- Masks at Bedford TV for Staff are optional. Masks for Visitors are mandatory. When on camera you can remove the mask but must put it back before guests leave the studio.
 - Staff will wear masks when working with visitors.
 - This policy will begin in April.
 - UK suggests advertising this in the description of the classes in the spring.
- RD suggested updating the org chart on the google drive and the web site.

Classes

- Marc Gustafson will teach a Podcasting class on 3/24; some people have signed up.
- Ideas to help generate more people to use BTV and our YouTube channel.
 - Have interns and PA create short “How To” videos.
 - Some ideas for videos could be: Zoom tips, how to make better videos with your phone, lighting techniques; how to use BTV cameras and audio equipment.
 - Useful if a volunteer needs a refresher.

Outreach

- Upcoming Fundraising Events
 - 2022 Trivia Night
 - Postponed from Saturday, March 19th @ 7pm to June. Date TBD
 - Reason for postponing: Only one team signed up with a week to go and they wanted to do it in person.
 - GK suggested postponing it to Fall.
 - GK suggests having Sonal send out message that it is postponed.
- Joined Bedford Chamber of Commerce.

- Meeting with Peter Bagley on 3/17 to discuss what we have done in the past and what we can do in the future with them.
- Hoping that this will allow us to work with more organizations in Bedford in the future and maybe get a few of them to sign up with a team for Trivia Night.
- Bedford TV shirts and business cards have been ordered for Brian, Scott and Marc.

Productions

- JGMS Tenacity Challenge – 3/12 (Live to YouTube).
- Orchestra Vertical Concert – 3/22 (selling USBs only).
- Band Vertical Concert – 3/24 (selling USBs only).
- Historical Society Meeting – 3/27.
- Town Meeting – 3/28.
- Sports starting back up in April – record and stream:
 - 4/1 - Girls Lacrosse
 - 4/4 - Girls Lacrosse
 - 4/7 - Boys Lacrosse
 - 4/11 - Softball
 - 4/12 - Girls Lacrosse
 - 4/13 - Baseball
 - 4/14 - Boys Lacrosse
- We discussed the issue of when the open meeting room policy may be changed to not allow virtual meetings and the change in how we will record the town meetings.

Upcoming Deadlines/Notices

- 3/31/22 – Deadline to inform Blue Cross Blue Shield of policy changes (20 business days before 5/1).
- Need to have decision for Verizon on the phone system by April 10.
- 5/6/21 – Provide name of scholarship and recipient for CSF of Bedford Dollars for Scholars scholarship.
 - BH to talk with Sonal or maybe to ask Katie who she would suggest get the scholarship.
 - Need to check previous finances for amount.

Old Business

- None

New business

- Strategic Discussion
 - RD mentioned the ongoing concern that as cable subscriber numbers decrease, the less we will have in the Special Revenue Account.
- Annual Town Meeting (3/28) – Budget Approval
 - PEG budget is article 13 in warrant.
- Discussion regarding Medical & Dental Insurance Plans Renewal (due March 31).

Meeting Adjourned: 12:26 PM

Next Monthly Board Meeting: Tuesday, April 19, 2022, at 11:00 AM

Prepared by: Paul Wittman, Clerk

Paul Wittman