

BCAT, Inc. Board Monthly Meeting Minutes

Meeting Date: Wednesday, April 19, 2022

Board Members present: Bob Dutton (RD), Gretchen Kind (GK), Allan Tate (AT), Paul Wittman (PW), Ralph Hammond (RH)

Board Members attending remotely: None

Board Members not present: Tony Melfi (TM)

Staff Members present: Brian Hebert (BH)

Visitors present: None

Visitors attending remotely: None

Board Meeting held at Bedford TV Studio

General meeting was called to order at 11:06 AM

Approval of BCAT Board Meeting Minutes of March 15, 2022

- The minutes of the BCAT Monthly Board meeting of March 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:
 - Joe Balboni from Clippership Insurance sent information and rates for our Media, Directors, and Officers insurance, which was due to the Town on March 21.
 - The town was made aware that we were waiting on Joe.
 - JP will send everything to the town today (4/19/22).
 - BCBS renewed for employees. Information on the plan has been added to the google drive.
- FY22 Capital Requests
 - Quotes for the Broadcast Pix Video Switcher have been assessed and we will be going with G & G Technologies as the vendor.
 - This will include the Broadcast Pix system as well as installation and an enhanced first year warranty.
 - BH will contact Sarah Stanton to authorize purchase.
- Editing Software
 - Cost from Adobe per license for a non-profit organization:
 - Adobe Suite is \$34.99/month per user.
 - Adobe Premiere only is 14.99/month per user.
 - Cost from TechSoup per license for Adobe Suite for a non-profit organization:
 - \$239.88 for the entire year or \$19.99 per month for the first year.
 - Rates go up to \$359.88 per year or \$29.99 per month for every year after.
 - Can purchase many individual memberships or share login information.
 - No two people could use the Adobe Programs at the same time if login is shared.
 - BH looking into getting at least 2 licenses now and maybe more later.
 - AT suggested telling people that the cost of a class supports the cost of the software to take the class.
 - RD suggested having BH create plan for moving to Adobe products for video editing.

Operations

- Masks policy at Bedford TV:
 - Staff is optional.
 - Visitors and volunteers are mandatory.
 - When guests or volunteers are on camera, they can remove their mask but must put it back on before they leave the studio.
 - Staff will wear masks when visitors are at the studio.
 - We discussed the mask mandate policy; we will revisit it on month-to-month basis.
- BTV switched phones with Verizon to VOIP.
 - Our phone and fax numbers will stay the same.
 - New VOIP-capable phones were installed; they will be part of the monthly bill from Verizon.
- Sonal updated the website organization staff page and added space on the home page for links to be shared for government meetings and BHS sports games.
 - Sabrina (intern) is working on creating videos of each staff member for more bio information.
- BH needs to update the organizational chart in the google drive.
- We discussed on what's on the google drive vs what's on website.
 - The google drive stores the records of our business.

Classes

- Podcasting class on 3/24 was a success.
 - Four members attended and so far, one new podcast has started from the class.
- LABBB will be coming on May 9th and 16th for their classes.
 - These were already paid for by LABBB prior to the start of COVID and have been on hold due to the pandemic.

Outreach

- Working with Bedford Chamber of Commerce.:
 - Peter Bagley will be sending along contacts of Chamber members to work with.
 - Hope to create videos for organizations and get sponsors.
 - Will talk with Nina Oliveri regarding Bedford Gems videos.
 - Created new "Game Day" graphics with free trial of Photoshop for BHS sports.
 - Pictures being taken during home games for each BHS team that we cover.
- BH is talking with Rotary club on possible projects.

Productions

- BHS Sports Games – 19 Games scheduled before next meeting on 5/17/22.
- Bedford Embraces Diversity Interviews - 4/26/22 & 5/4/22.
- 4/24 - Historical Society Meeting.
- 4/30 - BHS Tenacity Challenge.
- 5/3 - Music Major Performance Night.
- 5/6 - BHS Playwright's Festival.
- 5/12 - BHS Vocal Concert –
 - BH to check with BHS music dept if these can be live streamed due to copyright issues.
- 5/17 - BHS Instrumental Concert.
- BTV News – ongoing; back in the studio.

Upcoming Deadlines/Notices

- 4/20/22 – Media, Director’s, and Officers Insurance policy renewal date.
- 4/29/22 – FY22 Q3 Report due to the Town.
- 5/1/22 – Government meetings will be in person.
 - Scott and Brian have run tests and will be able to record and live stream meetings from the Select Board Room at Town Hall.
- 5/6/22 – Provide name of scholarship and recipient for CSF of Bedford Dollars for Scholars scholarship.
 - Discussion about how to make presentation to recipients.
- 6/22/22 – Updated Rules & Regulations due to the Town.

Old Business

- AT: KD still owns meeting invite for BTV News needs to be changed; AT will delete.

New business

- Strategic Discussion
 - BH has reviewed the grant agreement.
 - RD mentioned doing an interview with Mike Rosenberg for a Bedford Citizen article regarding the financial challenges on the horizon; RD suggested a series of articles starting with a review of current budget approved at ATM.
 - Suggestion to get past students to say what they appreciated about BTV for possible quotes for Mike to use.
 - RD will contact Mike to set up interview.
 - Current status of bill in the MA legislature to support community access TV.
 - Discussion of other sources of revenue.
 - BH mentioned the production company at New TV that brings in money to the station; may be possible to work that into a new grant agreement
 - RD suggested that we create a marketing plan.
- Review FY22 Q3 Report to Town
 - BH: We are on plan for being on budget; Still planning on approx. \$3600 overrun.
 - Reviewed and discussed some of the line items in the P&L budget in the report.
 - BH will mail the Report to the group to review and send any comments to him.
- Review Rules & Regulations
 - We reviewed the current rules and regulations and no changes are required.
- BCAT Performance Evaluation with CMC has not happened yet.
- 2022 Town Meeting/ FY23 budget was approved at the ATM.
- Gretchen announced that she will be stepping down as a board member effective next board meeting.
- We need to find another board member; BH to ask Sonal to put notice in the newsletter and the Bedford Citizen.

Meeting Adjourned: 1:06 PM

Next Monthly Board Meeting: Tuesday, May 17, 2022, at 11:00 AM

Prepared by: Paul Wittman, Clerk

Paul Wittman

Signed 2022-05-17