

GCAM Meeting Minutes – 10/10/2023

Board Members in attendance: Lisa, Heather, Anthony, Meghan and Elle.

Staff Members in attendance: Sam and Georgie. Georgie attended via Zoom.

Meeting called to order at 6:36pm by President Lisa.

Motion made and seconded to accept minutes of previous Annual September Meeting- passed

Electing/voting new officers – board of members elected and voted for Lisa to become the President, Meghan to become the Vice-President, Anthony to become the Treasurer and Elle to become the Clerk. Identified that the annual report needs to be filed and change of officer forms need to be completed. Elle will email Lou in order to learn and follow up with these steps before the due date of November 1, 2023.

Reviewed the need to create a google drive folder for all Board paperwork to be uploaded. Meghan identified that she can create this and share with the board. Members agreed to also upload previous meeting minutes, Bi-laws, Employee Handbook, job descriptions for various roles at GCam and any other important document to be filed and saved.

Update from Sam – Operations Manager on how local coverage has been going. She stated that coverage has been spotty as of late because Sam has been sick and there are too many programs to cover for one person. The decision was that Sports coverage was taking a hit so that they could cover more of the town meetings. Reviewed that there is a third position for part-time videographer posted on Handshake (a social media platform to connect college students to jobs and internships.) Discussed how many hours a week the staff at GCam are videoing meetings, games, etc. It came out to be around 20 hours a week give or take multiple sports events. Today – for an example – two meetings were occurring at the same time. Confirmed that Sam has been with GCam for two years now. Sam identified that their Youtube subscribers have increased and currently have 827 folks subscribed. She mentioned that if they can hit 1,000 subscribers GCam can produce a small revenue – but it would be revenue. Sam also identified that she needs to complete the 90 days evaluation for Georgie so they can capture how much work she is doing and receive a raise if warranted. Members asked if the videographer position can be posted to social platforms like Facebook and Indeed as well to get a well-rounded applicant pool. A link to the job posting currently already up on Handshake can be posted to the posts on Facebook and indeed. Sam and Georgie can handle these tasks.

Sam identified purchases to be considered – a subscription to Canva program which GCam utilizes for photo editing and social media posts. It's either \$119 a year or \$14.99 monthly. Board voted to buy the yearly subscription. Reviewed grant that was not reimbursed yet thru the Granby Cultural Council – the amount is \$680 and it was approved for Sports Coverage but discussed if that is no longer the need – the Council could be contacted and another edit/adjustment could be requested.

Reviewed the Finance Report with Anthony. There is currently \$216,000 in a Money Market Account at Polish National Credit Union. The concern to continue to utilize this track is that the earnings are less than what they could be if they were moved to a high yield savings account which no local banks offer. Also if the debit card is used – Polish National Credit Union does not reimburse funds if the card is stolen. Anthony brought up that it would be a solid idea to utilize CD's as well to make the most out of the funds. Live Oak Bank is a national bank that offers high yield savings accounts. A motion was made for Anthony to use his discretion to move up to \$60,000 to a 6 month CD, move up to another \$60,000 to a 9 month CD and the rest to high yield savings account. And to also open a business checking account with \$10,000 at Easthampton Savings Bank with a debit card attached to the checking. Motion was voted and agreed upon.

Anthony brought to the boards attention a tax filing update. 2022 taxes were filed but the 2021 taxes were not. Reviewed that the accountant was ready to file. Reviewed mileage submitted by three staff – Sam \$20.79, Georgie \$22.01 and Maya \$11.59 (no longer works with GCam.) Motion was made for Anthony to be able to review the mileage with Sam without consenting the board. The motion was made and seconded.

Reviewed Equipment List that was created for the upcoming budget. Discussed that the Comcast contract will be up this year and that it is being negotiated on now with the Selectboard. It would be renewed for the next 10 years. We discussed that the list identifies that camera's could be hard wired into buildings that are frequented for meetings. That way one videographer could coordinate multiple meetings in multiple places while working remotely from the studio. The current Comcast contract expires in 2025. We will need to revisit this idea because it would entail hard wiring throughout the town which may be costly.

Identified that there is a per transaction limit for our current debit card with Polish National Credit Union - \$200/\$300 a purchase so folks would need to call ahead if a purchase was going to be larger than that price range. Sam, Lisa and Anthony will review the purchase equipment process for the new debit card when the banks are changed.

Reviewed Production Staff Report. Discussed that we need to hire an executive director for 40 hours a week. Asked if anyone had a copy of the job description. Identified the need to contact previous executive director Alex LaMarche to offer a consult position with GCAM to help with recreating an updated job description for the role and with mentoring the candidate.

Identified that job descriptions for each staff need to be updated as well. Discussed with Sam and Georgie who is covering what responsibilities and how many hours each is currently working. Compared it to what they were originally hired for. Sam – Operations Manager, Maya – Media Producer and Accounts Clerk, Georgie – Social Media and Programming Coordinator.

Discussed staff are covering about an average of 20 hours a week of filming total. There are four locations that are filmed; Old Library, Senior Center, Schools, and the Fields for Sports. Identified that

GCAM currently uses two channels on Comcast – Channel 12 is usually covered by Georgie and covers entertainment. Channel 15 is usually covered by Sam which covers sports and town meetings.

Identified that the board needs to review and update the Employee Handbook, collect and update job descriptions and then work on updating the Bi-laws.

Scheduled next GCAM Board Meeting for October 25th at 6:30pm to discuss Employee Handbooks. Anthony will send copies of what he has to everyone and members will review and identify any edits they feel are necessary before the next scheduled meeting so we can spend the meeting time reviewing them and voting on changes.

Motion made to adjourn at 7:56pm by President Lisa- seconded and passed

11/8/2023 - Amended: Lisa Ladd-Moe and Anthony Muse are both authorized to sign checks for GCAM.