

Minutes  
GCAM Board Meeting  
Monday, November 25, 2024  
6:00 p.m.

Attendance: Lisa, Heather and Elle via Zoom. Cáit -in person

- I. Call to order – 6:11 pm
- II. Approve October 2024 Meeting Notes – Heather made a motion to approve. Elle seconded it. Passed.
- III. Treasure’s Report emailed updates. – Anthony sent it ahead of time. Reviewed that there was a 4% drop – we think it’s from folks signing up for GoNetSpeed internet. Lisa made a motion and Heather approved.
- IV. Executive Director Report
  - a. Updates on Programming Channels 12 & 15 – Morgan is reviewing new shows. Shows are being updated within 48 hours in a business week.
  - b. Updates on Live Streaming
  - c. General Business – discussed Cáit getting a raise for \$.50 raise an hour. Heather made the motion and Lisa approved. Two interns – Lilly (filming and editing) from UMass – working with Andres on a program regarding the Festival of Tree’s. Nathan – intern from high school (filming and editing.) Working close with Andres – he will be here four weeks total. Might bring him back later on for another potential internship in the future. Alliance for Community Media membership has expired– resources for community access station across the nation. Cáit would like to continue with membership to access to utilize resources, attend workshops and join trainings. Heather made a motion to recommend to push the membership approval in January. Lisa seconded.
  - d. Need a Certificate for Solicitation. Cáit will work on this when she gets back from vacation.
  - e. Workman’s comp audit – to renew insurance in January. An increase of \$23 a year.
  - f. Operations Grants funded by Massachusetts Cultural Council. This is happening in February – need to touch base with Anthony to obtain the last three years of tax documents.

- g. Looking into replacing the landline to a cell phone. It would be thru Comcast. Cost would be cheaper. Could receive text messages and use as a hot spot. Plans can fluctuate monthly as well for streaming. Elle made a motion to approve, Heather seconded.
  - h. Cáit is still attending the Digital Media Course is doing well – teaching them how to create a professional Facebook page
  - i. Volunteer Fair – good attendance and got a new member. Volunteer also offered
  - j. Developed simple messaging on how to find our media.
  - k. Social media – six month plan to get messaging out there. Solicitation plan when we get the certificate.
  - l. Reviewed letter for space at West Street.
- V. Old Business – none to report.
- VI. Membership questions/comments (*max 5 minutes total*) *90 seconds per person.*
- VII. Adjournment – Motion made to adjourn at 7:04 pm by Heather. Elle seconded.
- VIII. Executive Session

(Next Meeting Day/Time: Monday, January 27, 2025 @ 6:00 p.m.)