**GCAM Meeting Minutes**

1/27/25

**In attendance:** Cáit, Lisa, Anthony, Heather, Megan (joined @ 6:20)

**Call to order**: 6:03 pm

Approved November minutes.

**Financial update:**

**2024:**

* GCAM has a loss of $5633.26 but expected a loss of $24k.
* 3 months of the year had minimal staffing.
* Assets increased with investments.

Anthony will f/u with the accountant as the 2022 taxes are ready to be filed. 2023 will follow. 2024 taxes are not due until November.

Voted to approve the IRS penalty as was done LY, understanding these monies will likely return.

**Executive Report:**

* There was a broadcast outage on January 22nd & 23rd, Cáit worked with Comcast, it was a faulty fiber laser transmitter in the location of the Safety Complex. This was repaired.
* Channel 12 modulator has an issue. Comcast will address and fix soon.
* Cáit learned to stream live on channels 12 & 15 within these challenges.
* Nathan’s internship ended but he has stayed on as a community volunteer doing some special assignments.
* The new intern, Lily, doing well and will stay 2 additional months.
* Lily is leading the LOGO project: the LOGO is being reviewed for updates. Megan suggested, and was agreed on by the Board, that GCAM deserves a more professional logo. Cáit will inquire to GCAM members via FB what Granby means to them to guide brainstorming ideas.
* Morgan has shown improvement; communication is better, and Cáit is giving him some flexibility on programming.
* New volunteer, Serena, from Granby, CT has come on board doing some graphic design work and is resume building. Serena will be updating graphics and film some meetings.
* This summer Cáit will look into surrounding schools/colleges for volunteers as this has been working well overall and financially beneficial to GCAM.
* Cáit is working on the MCC (Mass Cultural) grant; if able to secure it will help the financial deficit.
* Andres wants to learn grant writing; Cáit will assist.
* Anthony will look into applying for Certificate of Solicitation while Cáit is busy.
* Worker’s Comp is done and sending the Chamber of Commerce an invoice for reimbursement of the grant received end of 2024.
* 2024 W2s sent to employees.
* Still working w Jess Funk on the Digital Media Class. Cáit will attend 4 of the classes in person. Jess is also organizing a field trip to GCAM in the 4th quarter.
* Cáit and Andres have created a marketing plan on how to find content/who we are/how we do it… in process.

Lisa recommended Cáit consider creating a commercial/spot to highlight all that GCAM does to help with grants and other potential needs. All agreed.

**Old Business:**

* Megan suggested two people agree to come up for “re-election” in September, so the Board is never stuck with all members coming up for re-election at the same time. Megan and Heather agreed to be on the list for September.
* Anthony suggested speaking to the new Town Administrator and Selectboard about GCAM falling under the town, where GCAM became a division of the Town (similar to the COA) with a potential Advisory Board. Everyone was in agreement that this is a direction GCAM should pursue. Both the Town and GCAM would benefit from this arrangement as cable is going away and the only real income is from Comcast based on the number of subscribers and this number is dwindling.
* A non-profit structure makes more sense when multiple towns work together, unlike Granby.
* GCAM currently has 19 members including the Board.

**Other:**

* Agreed to move to bi-monthly meetings.
* September is the annual meeting.
* Next meeting: March 24, 2025.

Motion to close the meeting by Anthony, seconded by Heather. Closed at 7:12 PM.