FIRST 100 DAYS

Select Board Meeting
July 28, 2020
Agenda

- New Board Election
- Personnel
- New Committees
- Financial Summary
- Operations
- Fundraising
- How You Can Help
New Board Elections, April 2020
6 Newly Elected Board Members

- **Kristi Bates**, President: 2-Year Term
- **Susan Spuhler**, Vice President: 1-Year Term
- **Jack Wang**, Treasurer: 2-Year Term
- **Diane Wood**, Clerk: 2-Year Term
- **Bob Jefferies**, Board Member: 1-Year Term
- **Marilyn Katler**, Board Member: 1-Year Term

LIAISONS:

- **Tom Clay**, Select Board Liaison: 1-Year Term
- **Sean Kelly**, School Committee Liaison: 1-Year Term
- TBD, Nashoba Tech Liaison: 1-Year Term
Personnel

- Executive Director Search: Postponed
- Appointment of Acting Executive Director: **Sarah Fletcher**
- News and Media Director Position Reestablished: **Joyce Crane**
- PT Office Assistant Hired: **Andria Bao**
- College Intern, News Division, On Board: **Carolyn Crimmons**
New Committees

- FINCOM
- Fundraising Task Force
- Transition
- Legislative
- Bylaws and Policy
- Infrastructure
Financial Summary

- Approved 2020 budget
  o Revenue: $430k / 2019: $514k
  o Net Income/Loss: ($40.5k) / 2019: ($9k)
  o Net Operating Cash Flow: $15.7k / 2019: $24k
  o Cash & Equivalents: $535.5k (6/30/20)
  o Cash & Equivalents: $444.9k (12/31/19)

- Challenges ahead, but cautiously optimistic!
Financial Cont.

- Major Financial Actions

  ✓ Provided for Acting Executive Director stipend and one-time staff bonus
  ✓ Will meet (current) targets for PPP forgiveness
  ✓ Reviewing banking and investment policies to obtain higher returns commensurate with minimizing risk while maintaining liquidity
  ✓ Reviewing major non-payroll expenses for possible expense savings without service level/benefits
  ✓ Will work closely to align budget and fundraising goals
Operations

- New 5-Year Lease Favorably Negotiated
- Successful (*Outdoor!*!) Annual Town Meeting: Telecast and Live Streamed
- Significant Number of Covid-19 Informational Interviews, Recordings, Videos, and Articles
- Virtual Meeting Support for Numerous Govt. Meetings (Live streamed on YouTube now and immediately available to replay)
- Westford Academy Graduation Activities (to be covered similarly to ATM with live telecast, streaming to YouTube, and our website)
Operations Cont.

- Membership: 56 members in 2020 adding revenue of $2,775
- Community Partnering and Engagement: (including PSAs, Election Coverage, Cameron Senior Center programming, Black Lives Matter coverage)
- Multiple Grant Submissions
- Covid-19 Office Protocols Developed
- Researching Potential Options to Monetize Services
Fundraising

- Online Auction: $4,345
- Dining for A Cause: $925
- Donations $3,580 (includes $420 from other income)
- Grants: $1,500 (arriving in July)
  - Total: $10,350

2020 Future Plans
- Fall/Holiday Online Auction
- Ongoing “Dining for a Cause” Opportunities
- Grant Applications
- Membership Drive
How You Can Help
westfordcat.org/

Town – Select Board and School Committee:

✓ Routinely Acknowledge CAT’s Contribution at Town and School Meetings

✓ Actively Promote Fundraising and Other Events (Dining for a Cause, Online Auctions,...)

✓ Explore CAT Proposals for Increasing Revenue (potential to Negotiate Ground Lease, Cable vs Internet fees positioning)

✓ Advocate for State and Federal Legislation
How You Can Help

westfordcat.org/support-us/

Community:

✓ Join as a Member – Produce a Show – Become a Camera Operator

✓ Donate (Funds, Time, Support, Other)

✓ Help Market CAT Using Social Media

✓ Spread the Word – CAT is a Valuable Resource!

✓ Get engaged!
westfordcat.org

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