Westford CAT Board Meeting Minutes
Thursday, October 15, 2020, 7:00 PM
Virtual Meeting

ATTENDEES:

Board Members: Kristi Bates, Tom Clay, Sarah Fletcher (Acting Executive Director), Bob Jefferies, Marilyn Katler, Sean Kelly, Susan Spuhler, Jack Wang, Diane Wood

Board Members Absent: None

Community/Committee Members: Tracey Tebrow

SEPTEMBER 17th BOARD MINUTES (Board)
  o Approve Open Board Minutes
  o Approve Executive Session Minutes

ACTION: Board unanimously approved Open Minutes
        Board unanimously approved Executive Session Minutes

NEW MEMBERS/SPONSORS BOARD APPROVAL (As needed)

ACTION: Habitat for Humanity: New Civic Partner
        Community Christmas Chorus: New Civic Partner
        Cameron Senior Center: Sponsorship Renewal

Board Members unanimously approved New Members and Renewal.

ACTING EXECUTIVE DIRECTOR UPDATE (Sarah Fletcher)
  o General Staff and Operational Activities
    § Part Time Assistant replacement progress
    § Equipment/Technology progress
    § Sports coverage and prior action item (Sean Kelly)

ACTION: Update of recent activities. Refer to extensive details in Sarah’s September Report distributed under separate cover which includes News Articles, Posted Content, Studio Recordings, YouTube Videos, and Platform Analytics.

    § Potential Part Time Assistant replacement with Sophomore at WA.
    § Castus upgrade in progress; Multiple services and improvements in this upgrade, including Video quality, Storage, Closed Captioning, Mobile
VOD, Streaming, future Roku, Tech Support, and new look and feel. Pending Castus upgrade spend is >$11K
  - Sports games coverage making great progress. Partnership with WA Sports Director, Jeff Bunyon. The goal is to develop a Media Club at WA.
  - Sarah is purchasing equipment for WA Press Box: Estimate $200
  - Two Grants submitted.

FINCOM UPDATE (Jack Wang/FINCOM)
  - General update

**ACTION:** General update from Jack. Please refer to actual Statements submitted under separate cover.

  - Year to Date Financials are good.
  - Recent revisions included approving $11K for Closed Captioning, and budgeting an additional $2400 for replacement of Part Time Assistant.
  - Generally, trending in right direction; Expenses are down
  - Revised Net Operating Loss $59K, however Expenses are down
  - PPP forgiveness will not be realized until 2021: $73.8K
  - Should adopt a Liquidity Policy
  - Edward Jones Fees; Currently being charged a discounted 1.08; FINCOM will send out an RFP to solicit lower fees.
  - 2019 Audit Extension is due by November 15th however, MOU, does not stipulate that we must have an Audit

FUNDRAISING UPDATE: (Sarah Fletcher)
  - September Yard Sale Results
  - Holiday Auction Plans

**ACTION:** Refer to September Report, distributed under separate cover. Please review

  - September Yard Sales Result
    - On Lawn Table at Roudenbush and On Line Yard Sale total: **$707**
  - Holiday On Line Auction Plans
    - In progress; Proposed start mid-November, tentative Nov 19th, to run ahead of Black Friday
    - Goal is to get 50 Auction items by November first. All Board Members asked to contribute an item for or participate in the Auction.

CORPORATE SPONSORSHIPS (Sarah Fletcher)

**ACTION:** Sarah updated the Board on the progress of creating and promoting different Sponsorship levels and the associated pricing. Drafts/descriptions for the Board’s inputs have been distributed under separate cover. Please review.
Levels include Business Membership Sports Sponsors, WCAT Government Meeting Production Sponsor, and Program Underwriter.
Description document includes the benefits, recognition, and WCAT selling points. Work now needed to package this all up.
Board members were asked to identify a potential Business that they may personally know who may be interested in purchasing a Sponsorship.

COMMITTEE UPDATES (Board)
- Legislative Committee (Diane Wood/Marilyn Katler/Bob Jefferies)

ACTION:
- Legislative Committee Summary document including Professional organization participation, Interviews planned or completed, and Legislative Bills was submitted under separate cover. Please review.
- Next action is for Joyce to conduct an Interview with Rep. Jim Arciero and Rep. Paul McMurty. That request has been acknowledged, and we are awaiting confirmation of schedules
- Bob will follow up on next steps with the legal opinion input from Jodi and Counsel on the potential of negotiating a Lease with Comcast/Verizon.
- Tom suggested packaging all the requests, and outstanding questions and meeting to determine strategy for moving forward, including MOU changes.

- Bylaw and Policy Committee (Sean Kelly)

ACTION:
- No updates at this time. Committee is working toward presenting a draft by the end of the year.

ACTION ITEMS
- Board Members asked to identify one Business relationship for potential Sponsorships and work with Sarah to market that opportunity.
- Board Members asked to participate in Auction by donating one of the 50 Auction items
- Bob Jefferies will consolidate all questions and our asks for several of us to meet with Tom, Jodi, and others to initiate strategy for addressing ROW and MOU changes.
- Sarah will continue to fine tune packaging of Sponsorships.

Next Board Meeting is November 19th