



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)

- Approve Open Board Minutes
- 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)

- 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.
- Discussion about terminology: “ Audited’ financials” in 2018, vs “Reviewed” financials” in 2019. Revenue dollar threshold is trigger.
- 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

ADJOURN OPEN MEETING FOR EXECUTIVE SESSION