



Westford CAT Board Meeting Minutes
Thursday, November 19, 2020, 7:00 PM
Virtual Meeting

ATTENDEES:

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

Board Members Absent: Tom Clay, Bob Jefferies

Community/Committee Members: Joyce Crane, Paul Fassbender, Chris Kuntz, Cathy Ricketson, Tracey Tebrow

OCTOBER 15th BOARD MINUTES (Board)

- Approve Open Board Minutes
- Approve Executive Session Minutes

ACTION: Board attendees unanimously approved Open Minutes: Kristi Bates, Marilyn Katler, Sean Kelly, Jack Wang, Diane Wood

Board attendees unanimously approved Executive Session Minutes: Kristi Bates, Marilyn Katler, Sean Kelly, Jack Wang, Diane Wood

NEW MEMBERS/SPONSORS BOARD APPROVAL (As needed)

ACTION: None received

BOARD MEMBER TERM EXPIRATION/ALIGNMENT

ACTION: Agreement to postpone any action until April Board Meeting at which time Board will extend current April 21, 2021 expiration until Annual Meeting.

ACTING EXECUTIVE DIRECTOR UPDATE (Sarah Fletcher)

- General Staff and Operational Activities

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

- Nick's Veteran's video was very well received
- WA Press Box now wired for coverage
- Further exploration needed for CPA's letter about improper accounting practices by Comcast.
- Received Underwriting proposal from Caldwell Banker
- On Line Auction items continue to be solicited
- Visiting Angels toured the studio
- Looking into design of platform: Unify CAT and news web sites.
- Need to define mission, strategy to better identify the focus
- New intern (Christina) on board

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 reasonable/stable
- A 2021 (Adjusted) Budget is being worked on by Sarah and Alden
- Current cash position is strong
- Use current run rate as a basis for establishing 2021 budget
- Capital Budget discussion: Segregate Capital budget and prioritize items
- 2019 "Reviewed" financials have been submitted to the Town. Follow up with Tom about the need to present to the Select Board.
- What is the dollar threshold of capitalized/depreciated items? Discuss w/ the Accountant.

FUNDRAISING UPDATE: Online Holiday Auction (Cathy Ricketson)

ACTION:

- Work on the Holiday Online Auction continues. Kickoff is December 7th and runs until the 11th. Sarah has distributed the link for all to preview.
- Available items include product as well as 'experiences'. I.e Genealogy session, Classes, Baskets, etc.
- Publicity has started, and a Member letter soliciting donated Auction items has been drafted. The goal is to have 50 Auction items
- Board members are encouraged to donate/participate.

CORPORATE SPONSORSHIPS (Sarah Fletcher)

ACTION:

- Caldwell Banker has signed on as an Underwriter.
- The dollar categories of Business Memberships/Sponsors, etc. may need to be revisited.
- Board members were asked for their support in identifying business partners who might participate.

COMMITTEE UPDATES (Board)

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

ACTION:

- Tom/Bob/Kristi met with Town attorney to explore legal options of negotiating a lease with Comcast/Verizon. Awaiting input.
- Specific next steps for proposal of MOU changes have not yet been made.
- Joyce's interview with Rep. Jim Arciero and Rep. Paul McMurtry is scheduled for December 1st.

- Bylaw and Policy Committee (Sean Kelly)

ACTION:

- Committee is working toward presenting a draft by the end of the year.
- Discussion about the need to retain the option in the Bylaws to have an 'Executive Committee' took place, with no recommendation
- It was acknowledged that any proposed changes to the MOU will need to be highlighted in the Bylaws.

ACTION ITEMS

- Jack to confirm the need to present 2019 Financials to the Select Board
- Update on accounting practices letter and any action
- Sarah to confirm Capital/Depreciation thresholds
- Bob/Tom/Kristi to update the Board on Legislative options
- Kristi to update the Board on next steps to change MOU
- Board Members asked to identify a Business relationship for potential Sponsorship and work with Sarah to market that opportunity.
- Board Members are asked to participate in Auction by donating an Auction items

Next Board Meeting is December 17th.

ADJOURN OPEN MEETING FOR EXECUTIVE SESSION