

Meeting minutes of Holyoke Media – July 13, 2017

Present:

- Jennifer Myszkowski
- Mike Hines
- Ali Pinschmidt
- Carey Baker
- Denis Luzuriaga
- Meghan Person (Admin)
- Scott MacPherson, ED

Not Present:

- Al Williams

Call to order: 6:39 p.m.

Minutes from June 29 meeting accepted unanimously.

Introductions

- Denis will edit and share Board Contact Info with Scott

Go over OnBoarding schedule with Scott

- Christine will share Google Drive folder with Scott to fill out forms, sign off on (for Onboarding First Day)
 - Ali shared Onboarding Doc with Scott
- Scott will get debit card tomorrow
- Scott emailed Rich re: medical and dental benefits
- **Meghan** will share by-laws with Scott
- Scott has met with many officials already & in touch with Aaron Vega
- Press Release discussion—do press release after meeting with Mayor (Septemberish)
- Bill from lawyer to Scott

Director's Report

- Lots of impromptu meetings & paperwork
- A few wi-fi issues—Need a booster? Scott is working to get a hardwire
- Will look at GCTV documents & use to create Holyoke Media docs/policies
- Scott will ask Al about cell phone, printer

Questions from Scott

- Where should his priorities be in the first few weeks? See OnBoarding document

- Focus on policies, prioritize staffing docs and organizational policies
- Looking at hiring at least one staff (up to 2) in next 3 months
 - Require bilingual staff person
- Additional spaces for training?
 - **Meghan** send Scott Gill Tech Center contact information (Sarah Schmidt)
 - Senior Center, CareerPoint, Holyoke Public Library, Transformative Culture Project
- Can look at renting space in future, if needed
- Purchase a few pieces of equipment to get started producing content & can check out equipment
- Scott will ask AI from NCTV about RueShare to sign up for trainings & sign out equipment
- Have 3 channels—Channel 23

***BoxCast Account**

- Nilka was getting bills for this, but City Hall stopped paying
 - AI was paying one account (and it was all paid up)
- Jennifer had to pay \$480 for boxcast back due accounts
- Now on Auto Pay for 2 accounts from AI's org debit card
 - Have two accounts, now connected, so school/city could cast simultaneously if needed
- Scott and Mike will look into this

Questions from Board

- Jennifer question to the board: Are we okay with him spending money on items for his office? Yes
 - Denis has a lot of furniture he can share—will connect with Scott

Update on building

- Denis contacted Tricia—We are reluctantly good with 50 year language, and proceed full steam
- **Jennifer** to send Tricia's contact information to Scott
- A lot of room to have Scott involved in the building
- Want another inspection for building, recommended by lawyer
 - **Carey** will make connection with building inspector and CC all in email
- Board has discussed that building will be paid for in cash and finance construction – welcome Scott's input if want's other options
 - Want to pay off/create sustainable organization by 7 year contract ends
 - Subscribership has stayed level or increased each year across the state
 - Scott will ask about commercial lenders tomorrow when gets debit card

- Denis will send other lenders to Scott

Discussion of next few month's priorities

- Possibilities of 3rd channel we have
 - Server has ability to create another “player”
 - If people send in their own content, can add to 3rd channel
 - Can fill the channel with PEG Media, FTP, Mass Media Exchange, etc.
- Logo—Should change for branding?
 - Carey will share graphic designers with Scott
 - Need to create plan for branding—images, messages, etc.
- Architect Next Meeting
 - Denis will connect architect with Scott via email

Set separate meeting Board/Organizational Transition Plan

- August 3rd meeting for board transition plan
 - Want everything set up for September meeting with city, school
 - Transition at 1/1/2018 so have some transition time
 - When meet in Sept, will go over who can be elected by city/school for board
 - Elaborate & detail what will happen
- Board special meeting on Thursday, August 3rd at 295 High St. – Transformative Culture Project
 - 6:30pm
 - Jennifer: Prep Work, Make Google Doc
 - Scott: Send GCTV transition docs to board
- BRING SNACKS!

Replace Mark?

- Table to August 3rd transition meeting

Next Steps for Scott

- Craft message to educate public on what PEG is
 - Focus on clear, consistent messaging
- Set up payroll – recommend local company to use
- Scott will have job descriptions for August 10th meeting for position(s) to hire
 - News/Outreach Director
 - Government Coordinator
- Ali will send info on HCC work study to Scott
- Denis will send HCC President's Assistant (Amy) contact information to Scott

Next Scheduled Meetings

- July 27th
 - Transformative Culture Project office space at 295 High Street (same building as Aaron Vega's office), 2nd floor

- August 3rd
 - Transformative Culture Project office space at 295 High Street (same building as Aaron Vega's office), 2nd floor

- August 10
- August 24

Motion to adjourn at 8:06 p.m.