



Your Voice, Your Vision, Your Community

August 2018

Board Meeting

Date: 8-24-2018

1. Call to Order - by Alan Wolff at 7:55 am
2. Roll Call - 5 board members (Alan Wolff, Dave Lundborg, Rich Henders, Stephan Perrault, and Pam Wicks) were present, plus Jen Brens
3. Recognition of Visitors - none
4. Approval of Minutes from last Board meeting - minutes were approved. (motion PW, second SP)
5. Director of Operations Report — Jen Brens
 - a. Final day for interns was this week - great group!
 - b. There will be no intern from St. Charles East this fall as a scheduling conflict arose
 - c. Jen is now on the board of the Batavia Chamber of Commerce
 - d. Personnel changes at the high school: Mr. Larsen is covering a maternity leave for a Spanish teacher. As a result, Mr. Casburn will now teach the video production classes
 - e. Dave and Alan covered the Corn Boil: good turnout, handed out many BATV items
 - f. Football season starts tonight with road game at Lemont. Game will be on live at Pal Joey's
 - g. Homecoming is the week of 9/16. Parade on that Wednesday at 4:00pm. All board members welcome! BATV will cover various events during the week
6. Committee Reports
 - a. Marketing - Stephan Perrault/Jen Brens
 - i. Will have digital advertising with the BFAC, being developed by Dave Petersen. Cost will be \$700 for 5 shows (of BATV's choice)
 - ii. September messaging is "Homecoming"
 - iii. Sponsorships include El Taco Grande, the Chamber of Commerce, Rotary Club, Kiss the Sky/Batavia Music Foundation, Pal Joey's (barter deal - food for football crew + cash. All sponsors received a BATV door sticker. Jen to follow up with/ Bob Jass Chevrolet about potential sponsorship

- iv. Mural for hallway is ready; awaiting maintenance to install. TV and mount purchased, power will be from outlet in studio
 - v. Discussed tripod skirts. Stephan to look into some other options
 - vi. Next *Neighbors* Magazine features a football focus
 - vii. BATV will have a presence at Oktoberfest and upcoming Farmers Market. Contact Stephan if you'd like to assist
 - viii. Next meeting: 9/10 9am at Panera
- b. Technology - Jen
 - i. BATV has outgrown DVD archive - being reorganized into binders. Channel 10 almost done then will move to Channel 17
 - ii. Graphics system has arrived: Jim Dillenburg will operate at home games; having problems with OCR (for reading scoreboard) - contacted vendor for assistance. Dave asked that we contact vendor for a price on the "Ticker" feature; snake being built - should be ready by next week
 - iii. Next meeting 9/10 at 4:30pm at the studio
- c. Treasurers Report- Dave Lundborg/Jen Brens
 - i. Next meeting in September, date TBD
 - ii. Start thinking about 2019 budget
 - iii. Check on CD rates with Capital One?
- d. BATV Board Governance — Alan Wolff
 - i. Board elections will be held for President and Vice President positions
 - ii. Will review bylaws in upcoming meetings
- 7. Old Business - none
- 8. New Business - Brad's e-mail on revenue sharing. Jen shared viewership metrics, attendance numbers and BATV's costs to cover both home and away games. Board determination is that BATV will not share any revenue with the Booster organization
- 9. Adjournment at 9:02am (motion SP, second DL)