



# Your Voice, Your Vision , Your Community

May 2018

Board Meeting

Date: 5-25-2018

1. Call to Order - by Alan Wolff at 7:48 am
2. Roll Call - 7 board members (Alan Wolff, Dave Lundborg, Steve Allen, Rich Henders, Stephen Perrault, and Sharon Bringelson) were present, plus Jen Brens and Sophie
3. Recognition of Visitors - none
4. Approval of Minutes from last Board meeting - minutes were approved. (motion SB, second SA)
5. Director of Operations Report — Jen Brens
  - a. INCubator - Pre-made five team videos, a mentor video and a sponsor video. BATV will not be involved in 2019 and the BHS video production class can help. INCubator Pitch Night was May 16, and our crew was Andrew, Jen, Jenna, Jim D and a student.
  - b. Senior Night Baseball on May 19. We had 38 views for the game and had a great time with our interns for their first shoot.
  - c. Graduation at NIU Convocation Center on May 23. We had 285 views which is low compared to 2017 1,331 and 2016 499. This was our interns 2nd shoot and they did a great job.
  - d. Intern Orientation on May 19 at the BATV offices.
  - e. Senior Night - Orchestra concert, choir concert, band concert, music awards night, seniors honors recognition night, But Serious Folks, the spring assembly, and a couple baseball games against Geneva.
  - f. Intern assignments have been established and everyone is off to a good start.
  - g. City Council and COW Meetings - Tom Zillman and Max Micheli are now completely trained to work live city council or cow meetings.
  - h. VTAB Students: All the students passed this year! We have three girls that are finishing up a promo video for anti-vaping.
  - i. Batavia Spotlight - In June we will do a full episode highlighting the Fox Valley Music Foundation. Later this summer there will be another episode with Jen as guest.
  - j. Jen is going on vacation for two weeks, June 9-23. Andrew will be in charge.

## 6. Committee Reports

### a. Marketing - Stephen Perrault/Jen Brens

- i. Focus on Sponsorship for June, July, and August.
- ii. Print space in Park District Fall brochure (ad) and Neighbors Magazine (regular page).
- iii. New Blog will be posted on the website and some web search improvements are being made.
- iv. No meeting in June.

### b. Technology - Steve Allen

- i. New graphic package has been selected, along with cases and a switch. Cost is estimated at \$11,000, including a case, switch, and "football package." Vote was held to approve this additional \$5000 expenditure beyond what had been included in the 2018 budget. (motion SA, second RH, and approved.) Due to City Hall purchases being put off until 2019, there will be an extra \$18,000 in the capital fund in 2018, and that is how this expense is being funded.
- ii. No meeting in June.

### c. Treasurers Report- Dave Lundborg/Jen Brens

- i. AT&T check was received for \$8000 (last year was \$9000.)
- ii. MetroNet will be making payments to BATV.
- iii. Next meeting in September, date TBD

### d. BATV Board Governance – Alan Wolff-update

- i. Will have Welcome Packet/Handbook at next meeting
- ii. Board elections will be done for President and Vice President positions, asking for letters of intent from those who would like to hold a formal position.
- iii. No meeting in June.

## 7. Old Business - none

## 8. New Business - none

## 9. Adjournment at 8:31 am