

VAN Board Annual Retreat  
6/26/18

In attendance: Kevin Christopher, Cor Trowbridge, Lisa Byer, Tammie Reilly, Angelike Contis, Seth Mobley, Greg Epler Wood, Kurt Broderson

Called to order at 10:08.

### **Approval of Minutes of 5/22/18**

Motion to approve minutes by Cor, seconded by Seth; motion was approved.

### **Financial Report**

Discussed legal payments spread over 18 months, to allow for payments in 3 fiscal years. Discussed sending reminders to AMOs who owe payments for dues or legal contributions. Questions about VMX computers on the books, and how VAN needs information from the accountant in order to determine depreciation and get them off the books as assets. Discussed vendor memberships and exhibitor fees, and need for clarification on payments, and distinctions between supporting members, and those vendors who only attend the VAN annual meeting. Angelike noted that the vendors at this year's annual meeting were pleased. Angelike also volunteered to help Seth with treasurer duties.

### **Member Services Director**

Reviewed 2018/19 Contract and Attachment A. Kevin reported that Greg will be retiring by this time next year. Discussed what VAN needs in a member services position. Discussed the history of the position since Rob Chapman started it. Discussed a timetable for Greg finishing the next contract. Lisa moved, and Kurt seconded, to offer an updated contract to Greg for 9 months, with a month-to-month option after that up to a total of 1 year. Motion passed with all in favor. Discussed surveying VAN membership to see what AMOs would like to see in a member services position. Send survey questions to Kevin.

### **Member Services Report**

Reviewed report, emailed 6/25. Discussed with Greg the 9 month contract. After discussion and at Greg's request, Lisa moved, and Seth seconded, revising the contract offer to 7 months, with a month-to-month option to continue. Approved and accepted by Greg. VAN will revised the Attachment A to note that Greg will provide a list of tasks, and chronology of his duties to assist the next Member Services Director. Kevin will check in with Greg in October for a mid-contract review.

### **Old Business:**

A. General Updates: None.

B. Legal Updates: Still waiting for court's decision. Joe Van Eaton reported later via email that this is not unusually lengthy.

C. Vermont PBS

There is no formal agreement with VtPBS at this point.

#### D. VAN Marketing Committee

Discussed consensus of Marketing Committee about rebranding as Vermont Media Exchange. Some disagreement about abandoning VAN as a name and brand. VAN board encouraged Marketing Committee to use VMX name in marketing materials to state agencies, and to continue discussing at the committee level. With Kurt and Angelike on the committee, Tammie did not feel a need to chair the committee, but will discuss this with Patrick Cody.

#### E. Revenue.

Discussed the revenue drop noted from Quarter 4 of 2017 to Quarter 1 of 2018, specifically a 25% drop in the Expanded Basic Video Service line, noted by 7 AMOs for which Kevin had data. Lisa will talk to Joe Van Eaton, and informally, VAN board members at the ACM conference in Baltimore will talk with Mike Wassenaar, Sue Buskey, and Jim Horwood. Discussed getting subscriber numbers for each AMO. Kevin will email EDs about revenue drop and request additional data from each AMO.

#### **New Business:**

A. Discussed succession of VAN board, as Lisa and Kevin are planning on stepping down at the end of their terms. Discussed recruiting new board members.

Next Meeting 7/24/18, 10:00, via conference call.

Motion to adjourn by Cor; seconded by Angelike.

Meeting adjourned at 3:05.

Minutes submitted by Kurt Broderson