



Board of Directors

Meeting Minutes: Sept. 21, 2010

1 **Board Attendance:** Jay Hoffman, Cindy Remy, Bob Owens, Bonnie Birdsall, Alan Levi, Ellen
2 Matthews, Diana Burritt, Paul Irish (4:20 p.m.), Jessica Wilson (4:30 p.m.)

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4 **RETN Attendance:** Scott Campitelli, Jim Olinger, Drew Frazier, Doug Dunbebin, Jim Kelty

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6 Jay Hoffman called the meeting to order at 4:05 p.m.

7 8 **Meeting Minutes**

9 The board reviewed the minutes from the July 20, 2010 meeting. There was discussion about
10 investigating an online video player that would work on devices that are not compatible with
11 Flash.

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13 *Cindy Remy moved, and Bob Owens seconded the motion to approve the July 20, 2010 meeting*
14 *minutes. The motion passed unanimously.*

15 16 **Executive Director's Report**

17 Scott reported that there are not yet any college interns, but there is good collaboration
18 between RETN and several schools. The Vergennes School Board meetings will be filmed for
19 the first time ever.

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21 He then reviewed changes to the RETN website, including the new student work zone, which
22 has an area for schools to immediately upload files to RETN. Additionally, online series now
23 have RSS capability.

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25 *Bonnie Birdsall moved, and Diana Burritt seconded the motion to accept the Executive Director's*
26 *Report. The motion passed unanimously.*

27 28 **RETN Financial Update**

29 Alan reported that the profit/loss is in order. RETN is running about 10% ahead of budget for January
30 through August. Due to the new funding format this year, no loan is needed. In addition, Alan reported
31 that the 2009 and 2010 capital has not been overspent.

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33 *Paul Irish moved and Ellen Matthews seconded the motion to approve the RETN Financial Report. The*
34 *motion passed unanimously.*

35 36 **Strategic Planning Discussion**

37 The board reviewed a handout from the RETN staff outlining their vision of RETN in three years in the
38 areas of: equipment loan/rental, distribution, consulting/technical support, school news, community

39 events coverage, international programming, student showcases, school events coverage, and training.
40 Some items on the list may generate revenue. What niche markets can RETN fill? How do community
41 events fit in with the RETN mission? It is important to note that this list may not necessarily reflect the
42 current RETN structure and staffing. How many items on the list can be done with little or no
43 investment? The short-term emphasis seems to be on training.

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45 The board will review this list and provide commenting within the next few weeks. The Strategic
46 Planning committee will then take the feedback from the staff, board, and community to begin drafting
47 a plan, to be ready for the November board meeting.

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49 **Other Business**

50 Scott reviewed the recent collaboration efforts between channels 15, 16, and 17, including a project
51 proposal for all three organizations to meet. This series of three meetings will focus the organizations to
52 discuss their relationships with one another. Scott will continue providing updates regarding this work.

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54 *The board adjourned at 5:35 p.m.*