

**Mission Statement of DATV**

DATV is a community forum that empowers all citizens to learn, create and express their ideas through electronic media.

**MINUTES FROM THE  
MONDAY, APRIL 9, 2012  
DATV BOARD OF TRUSTEES MEETING  
DATV CONFERENCE ROOM - 5:30PM**

**MEMBERS PRESENT**

Dennis Greene, Vice-, Chair  
Maggie Barlow  
Betty Toney  
Talbert Grooms

Diane Graham  
Len Roberts

**EXCUSED**

Chad Snoke, Chair  
Nan Whaley  
Lela Estes  
Tom Ritchie

**ALSO PRESENT**

Steve Ross, Executive Director of DATV

**CALL TO ORDER**

D. Greene called the meeting to order at 5:35 pm.

**APPROVAL OF AGENDA**

Dennis Greene asked for a motion to approve the agenda as presented. Talbert Grooms made the motion and Maggie Barlow seconded. Motion passed unanimously.

**BOARD CHAIR COMMENTS**

None

**APPROVAL OF BOARD MINUTES FOR FEBRUARY 13, 2012**

D. Greene asked for a motion to approve the minutes as presented. Betty Toney made the motion and Talbert Grooms seconded. Motion passed unanimously.

**OPPORTUNITY FOR PUBLIC COMMENT**

None

**APPROVAL OF THE TREASURER'S REPORT**

Maggie Barlow asked if anyone had any comments. Seeing none M. Barlow asked for a motion to approve the Treasures report as presented. Len Roberts made the motion to approve and T. Grooms seconded. Motion passed unanimously.

**COMMITTEE REPORTS**

**A. Executive Committee** – Did not meet.

**B. Nominating Committee** – Did not meet, but S. Ross mentioned he had been reaching out to several individuals for possible board seats. He will redistribute resumes on past recommendations. Further discussion took place. The nominating committee is Dennis-Chair, Diane and Talbert.

**C. Investment Committee** – M. Barlow mentioned that we are doing well with our investments. She also discussed the idea of investing in REITS (real estate investments) and STEPS (income securities). Details of both were explained to the board as well as the decision by the committee to participate in both.

**D. Personnel Committee** – Did not meet.

**EXECUTIVE DIRECTOR'S REPORT**

Presented his report as submitted. S. Ross spoke about the overwhelming response by the community to the new equipment and how that effected the increase in both memberships and additional workshops. He went on to mention the upcoming audit and equipment purchased by DATV and donated to the city's government channel.

**CITY OF DAYTON CABLE ADMINISTRATON**

Did not attend.

**OLD BUSINESS**

None

**NEW BUSINESS**

S. Ross spoke about DATV's 35th anniversary slated for 2013 and the possibility of hiring an agency to assist with the development and promotion of events surrounding the anniversary. He also mentioned DATV's new logo and how the Philo's logo was similar. After discussions with the Philo committee, it was decided our logo was fine. This flowed into a discussion by D. Greene concerning marketing schemes and how we can effectively market DATV and its mission. Discussion took place regarding the idea of marketing DATV as a media center. D. Graham stated that strategic planning needs to take place to effectively market DATV. All agreed to continue this topic.

**EXECUTIVE SESSION**

None

**ADJOURNMENT**

At 6:25pm D. Greene asked for a motion to adjourn. M. Barlow made the motion and T. Grooms seconded. Meeting was adjourned.

The next board meeting will be **June 11, at 5:30 pm in the DATV conference room.**

Respectfully submitted,

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Betty Toney, Secretary

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Steve Ross, Executive Director

12/13/11

SR