

Operations Manger's Report  
For June 13th, 2022 Board Meeting

Submitted by:  
Steve Ross, Operations Manager

*Mission Statement: "DATV is a community forum that empowers all citizens to learn, create and express their ideas through electronic media"*

**2021 Annual Report** – The 2021 Annual Report digital version has been distributed to all Board Members. I have decided to forego a printed version as a cost savings measure. Special thanks to Hailey Clark of Flint & Flux for producing the annual report. Flint & Flux also maintains our website.

**Marketing** – Speaking of Flint & Flux, we are also stepping up our marketing activities by using other services provided by Flint & Flux. This includes our social media activities on Facebook, Twitter, Instagram, etc.

Additionally, we are using digital billboards around the area by Key-Ads to promote DATV. The contract with Key-Ads is for a one-year period.

**Saturdays** – I am strongly considering closing on Saturdays due to staffing limitations. Maintaining regular weekend staff is and always has been an ongoing issue for DATV. I just spent around \$1,500 dollars advertising on Indeed for the open part-time positions with little response. Though I have one person, Nick Dieringer, who recently started, will be working the weeknight shifts. The position requiring every Saturday is always a problem. Currently, myself and other full-time staff are filling the weekend void and I am aware of my other weekend, part-time person is looking to move on.

I look forward to discussing this further during the Board meeting.

**New Equipment** – My last report noted that new field cameras, etc. were on order. We are still waiting for the arrival of that equipment. Additionally, we have ordered and received 2- new GoPro cameras with accessories we hope members will find useful for their productions.

**Summer Event Coverage** – Attached is a list of events we "currently" have scheduled for coverage this summer. I know there will be other opportunities for DATV's participation in

the community. So this list is just a starting point.

**Next Board Meeting - Monday, August 8th, 2022 at 5:30pm**