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

MONDAY, October 16th , 2023

DATV BOARD OF TRUSTEES MEETING

DATV CONFERENCE ROOM – 5:30 PM  
Lunches were provided.

**OFFICERS PRESENT:**  
Marlese Durr, chair

Joyce Willis , vice chair

Jodi Owens, secretary (via Zoom)

Maggie Barlow, treasurer

**MEMBERS PRESENT:**  
Rev. William Harris  
Judy Johnson

Executive Director: Randy Phillips

**NOT PRESENT: Guests:**Erica Fields (excused)  
Amaha Sallassie (unexcused)  
Mayor Jeffery Mims none

**CALL TO ORDER:**

Marlese Durr called the meeting to order at 5:30 PM. Marlese then asked Randy to begin our roll call. Absent were Erica Fields and Amaha Sallassie. We did receive an email from Erica at 5:17 pm on 10-16-23 noting she could not attend due to a work issue. We did not hear from Mr. Sallassie prior to the meeting.

**BOARD CHAIR COMMENTS:**  
No comments.

**BOARD MINUTES FROM the August 21st , 2023 meeting.**

Judy Johnson noted that the minutes as printed had a few errors. Jodi said he had sent corrections but due to email issues the minutes still needed corrections. They listed Erica and Amaha both as absent when they both were in attendance and Maggie’s name was misspelled. Maggie made the motion to table the approval until the next meeting and the corrections made. Seconded by Rev. Harris, and the motion carried.

Marlese then began to go through the various committee reports. Maggie Barlow suggested we move forwards with the consent agenda, as the reports are listed within.

**CONSENT AGENDA**  
The Chair then asked for approval of the consent agenda, including items A B, and C. Rev. Harris moved to approve the consent agenda; Jodi Owens seconded the motion. Ms. Durr asked if there was any discussion, and called for the vote, the motion carried.  
  
A) Committee Reports

a) Executive Committee: Did not meet

B) Nominating Committee: Did not meet.

C) Investment Committee: Attached a report. Anyone wishing to attend the next meeting on December 11th , please let Randy know and he will send you the zoom link for the meeting.

D) Personal Committee: Did not meet.

E) Development Committee: Attached report

B) Approval of Treasurer’s Reports: August and September

C) Executive Director’s Report: Attached.

**PUBLIC COMMENTS:**

None

**Cable Administrator Comments: none**

**OLD BUSINESS:**

Randy gave everyone a copy of our proposed presentation to the County seeking partnership and funding. We also gave a brief wrap up of our bowling fundraiser with the recommendation of doing the event again but perhaps doing it in the 1st part of the year rather than is summer when it may compete with so many other events.

**NEW BUSINESS:**

Randy reported that he has set appointments with each of the County Commissioners and presenting our proposal to partner with them. We will then seek their help in presentation to Michael Colbert the County administrator and the avenue to receive a contract with the County. Maggie recommended that we also mention the county’s fatherhood program with fundings from the state in this program that may help our partnership. This could also include ADMAS in an effort to help train some individuals and prepare them for work in the television, social media, and film industry. Maggie reminded us that in our discussions with the County we may want to explore contracts with some coalitions and record some of their programs, and events.

Randy also pointed out that the franchise fees that we receive from Spectrum have continued to decline. Last year we saw a decrease of thirty-two thousand dollars and this year we are down another 10 thousand dollars over last year. Therefore, we need to explore new revenue streams. Joyce Willis suggested we also need to up our marketing game and create a flyer, so more people understand who and what we are.

To help gain community presents Maggie Barlow asked if Randy would be a guest baker and one of the fundraising events at Christ Episcopal Church in November. Randy gladly agreed to help others know more about DATV.   
  
Marlese suggested we develop a summer camp for young people and perhaps charge a camp fee to teach social media creation, camera operations, editing, and tv show production.

In seeking revenue streams the question was asked when the last time we raised or looked at our membership fees. Randy will seek out the answer to this question. Although we may want to keep the individual fee where it is for the many yet look at the other levels for nonprofits, churches, and the like.

Many of our board members do have connections in many organizations and with influential people in our community so we want to suggest helping with those inroads that may lead to a revenue stream for DATV. It is vitally important that we show the community that our board is committed to DATV by each board member renewing their membership with DATV. In November we will begin our “Early Bird” special on our annual membership as you may renew before January 1st for $35 per year.

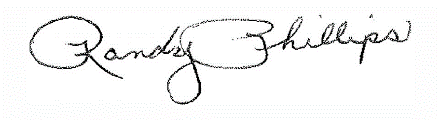
**ADJOURNMENT:**  
Rev Harris moved to adjourn, and Joyce Willis seconded the motions. The meeting dismissed at 6:35 pm.

**Our next meeting will be held on December 18th, 2023, at 5:30 pm in the DATV Conference Room. Please be sure to attend!**

Respectfully submitted,



Jodi Owens, Secretary



Randy Phillips, Executive Director

Submitted 8/22/2023 – RP

DATV celebrates 45 years of serving our community in 2023