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, December 18th , 2023

DATV BOARD OF TRUSTEES MEETING

Via Zoom – 5:30 PM

**OFFICERS PRESENT:**  
Marlese Durr, chair

Joyce Willis , vice chair

Jodi Owens, secretary (via Zoom)

Maggie Barlow, treasurer

**MEMBERS PRESENT:**  
Rev. William Harris  
Judy Johnson  
Erica Fields  
Amaha Sallassie

Executive Director: Randy Phillips

**NOT PRESENT: Guests:**Mayor Jeffery Mims none

**CALL TO ORDER:**

Dr. Marlese Durr called the meeting to order at 5:40 pm and asked the E.D. to do the roll call. All were present. It was noted that Mayor Jeffery Mims, the appointed City Commission member was not present. Mayor Mims has shared that he felt it may be a conflict of interest until our contract with the City has been completed.

**BOARD CHAIR COMMENTS:**  
No comments.

**CONSENT AGENDA**The Chair then asked for approval of the consent agenda, including items A, the Board minutes from Meetings in June and the October meeting, part B the treasurer’s report, and part C the committee reports, a. the Executive Committee did not meet, b. the Nominating Committee did not meet, c. the Investment committee submitted their report which noted that we are up over 100K for the year. d. the Personnel Committee did not meet, and finally the Development Committee submitted their report noting their attendance of the fundraising seminar and the exciting thing they learn from this. Maggie Barlow moved to approve the consent agenda; Rev. Harris seconded the motion. Dr. Durr asked if there was any discussion, and called for the vote, the motion carried.

**Executive Director’s Report**

Executive Director, Randy Phillips, submitted his report reflecting on our continued work with the schools and the possibility of working with the school system on a new project as well. Randy also presented a power point presentation on the things the Development Committee learn in the seminar on Major Gift Ramp Ups with an 18-month plan to move forward with a three-part-ask; operational, a one-time gift for remodeling, and planned gift for long range sustainability such as wills and bequests. He also said we purchased a lifetime membership with NANOE (National Association of Nonprofits and Executives) for a onetime expense of 1,300 and allows all board members and staff to get credentialing if you wish. Randy reported that Major Gifts also recommend that we establish a written Gift Acceptance Policy. The Development Committee along with Maggie Barlow is working on a gift acceptance policy for DATV and will be sending that out soon. They also recommended changing our mission statement to include our donors to signal to our donors that we take them as seriously as we do our mission. The committee is still workshopping that recommendation, one suggestion is: “Our donor relations and mission is to serve as a community forum that empowers all citizens to learn, create, and express their ideas through electronic media.” The committee will continue to workshop this and possibly present their recommendation at our next meeting. Randy also reported that from 45404, the zip code of DATV we have close to 3 thousand millionaires with assets of 5 million to 10 plus within 15 miles of our station, so we will be trying to reach out to each of them to make a personal relationship with them that we may establish donors. We are seeking a goal of 250 thousand in operational support, perhaps 1.5 million for renovation of the Inspiration lounge and the studio, and a 5 million goal for our longevity.

**PUBLIC COMMENTS:**

None

**Cable Administrator Comments:**None

**Board Comments:**

None

**OLD BUSINESS:**

None

**NEW BUSINESS:**

The budget was introduced for 2024 noting some changes from the 2023 budget with a 17% raise in health insurance cost. However, DATV did have one employee that joined their spouse’s insurance removing them from our policy. DATV is paying their portion of cost for adding them to their spouse’s policy, but this gave us great saving to DATV. Even with the expense of wife’s portion of the policy it reduced our liability to 20K per year, far less than the 42K budgeted in 2023 for health insurance. We also negotiated with our utility supplier and our payroll service to receive discounts, so we have a good budget for 2024. Maggie Barlow made the motion to approve the budget for 2024, and Joyce Willis seconded the motion. Marlese called for the vote, and the motion carried.

Randy reminded the board members many of you 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. Maggie Barlow reminded everyone that 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 even renewing electronically via the website where you can even may monthly payments to DATV or make a gift if you wish. It was noted that if you renew before January 1st, you can receive a $15 dollar discount on our annual membership for $35 per year.

Before we adjourned it was noted that we typically meet the 3rd Mondays when we meet. Out next meeting in February would fall on Presidents Day a holiday in which DATV is closed. We suggested that we meet on February 26th one week later and all agreed.

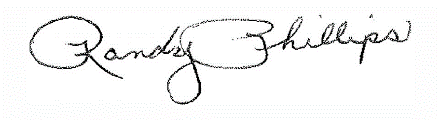
**ADJOURNMENT:**  
The meeting dismissed at 6:48 pm.

**Our next meeting will be held on February 26th, 2024, at 5:30 pm in the DATV Conference Room. Please be sure to attend!**

Respectfully submitted,



Jodi Owens, Secretary



Randy Phillips, Executive Director

Submitted 12/19/2023 – RP

DATV celebrated 45 years of serving our community in 2023