

**North TV BOD Meeting – Thursday, February 17, 2022 – 5:30 p.m.  
93 South Washington Street, North Attleboro**

Gideon Gaudette, Lyle Pirnie, Chris Frost, Ron Lagasse, JoAnn Cathcart and Peter Gay.

**CALL THE MEETING TO ORDER**

Gideon Gaudette called the meeting to order at 5:36 p.m.

**SPECIAL ITEM**

Town Council President Justin Pare joined the BOD for a discussion about placing North TV's coverage of meetings on Facebook Live.

Pare explained that the council is trying to generate more interest in town government and members believe Facebook would attract residents who normally don't participate.

There was discussion about North TV running our coverage on Facebook and pulling it after 10 minutes with a link to our government.northtv.net stream.

Gideon and Chris suggested North TV provide a link to our coverage of meetings to post on the Town of North Attleboro page.

**ACTION ITEM:** Peter will draft a proposal for Gideon and Chris to review. Once approved, he will send it to Justin and Mike Borg.

**MINUTES**

**VOTE:** Ron Lagasse made a motion to approve the minutes from the January 22, 2022 BOD meeting. Lyle Pirnie seconded the motion.

**The motion was approved 5-0** (Gideon Gaudette, Lyle Pirnie, Chris Frost, Ron Lagasse and JoAnn Cathcart voted in favor of the motion)

**HUMAN RESOURCES**

Chris Miller submitted his invoices for 90% reimbursement.

Peter informed the BOD that he is considering joining North TV's health plan since his daughter will be turning 26 in July. He currently receives health insurance through his wife Pattie through the town of Franklin. The savings would be significant if she were on a single plan rather than a family plan.

There was discussion North TV agreeing to a plan similar to the one offered to Chris Miller.

**ACTION ITEM:** Peter will submit a proposal to the BOD at the March 17 meeting.

## FINANCES

### **Fee Income**

Peter reviewed the amounts to date.

### **Financial Documents**

Scott reviewed the P&L, variance report and Balance Sheet for the month ending January 31, 2022, emailed to the BOD in advance of the meeting.

**VOTE:** Chris Frost made a motion to approve the January financials as presented and included in the PDF emailed to the BOD in advance of the meeting. Lyle Pirnie seconded the motion.

**The motion was approved 5-0** (Gideon Gaudette, Lyle Pirnie, Scott Smith, Ron Lagasse and JoAnn Cathcart voted in favor of the motion)

## FACILITIES

Peter explained that the document detailing our surplus equipment had repeatedly been rejected by the town's email system and he personally delivered a USB drive with the information.

He added that the installation of the equipment that had been in the planning board will be set to use in the meeting room at the DPW by the end of the month.

Ron reviewed suggested updates to the lease with Joe Bobola.

**VOTE:** Lyle Pirnie made a motion to designate Ron Lagasse as North TV's negotiator for an extension of our lease with Joe Bobola. JoAnn Cathcart seconded the motion.

**The motion was approved 5-0** (Gideon Gaudette, Lyle Pirnie, Chris Frost, Ron Lagasse and JoAnn Cathcart voted in favor of the motion)

**ACTION ITEM:** Peter will notify Mike Borg that we are moving forward with a new lease.

## MARKETING & COMMUNICATIONS

Peter explained that he has been in contact with the professors at Dean College and students are planning to conduct a survey about North TV in mid-March.

## EXECUTIVE DIRECTOR'S REPORT

Peter explained that Mr. Borg still hasn't spoken to the town's solicitor to find out when our current license expires.

**ACTION ITEM:** Peter will contact Michael Borg and tell him that North TV will be moving forward as is our license expires this year.

Peter told the BOD that North TV is once again posting regularly on Facebook, Twitter and Instagram.

Peter added that he met with Ed Hurley and will be emailing him a proposal for 12 monthly programs at a cost of \$750 and an option for North TV to produce a video for the YMCA's annual Reach Out for Youth & Families breakfast using the interviews from the show. The cost would be \$100 for every minute of video (i.e. A seven minute video would cost \$700).

## NEW BUSINESS: STRATEGIC PLAN

Peter presented new dates for the strategic plan. COVID and the loss of two employees had a negative impact on the original dates.

**VOTE:** Lyle Pirnie made a motion to accept the new dates as presented and included in the PDF emailed to the BOD in advance of the meeting. Ron Lagasse seconded the motion.

**The motion was approved 5-0** (Gideon Gaudette, Lyle Pirnie, Chris Frost, Ron Lagasse and JoAnn Cathcart voted in favor of the motion)

## ADJOURNMENT

**VOTE:** Chris Frost made a motion to adjourn. Lyle Pirnie seconded the motion.

**The motion was approved 5-0** (Gideon Gaudette, Lyle Pirnie, Chris Frost, Ron Lagasse and JoAnn Cathcart voted in favor of the motion)

The meeting was adjourned at 7:22 p.m.

*Respectfully submitted by Peter Gay (Executive Director) and Chris Frost (Clerk).*

