



Lehigh Valley Public Telecommunications Corporation (“LVPTC”) BOARD OF DIRECTORS

Monday, May 22, 2023, at 1:00 p.m. Hybrid Meeting

DIRECTORS PRESENT:

Ms. Susan C. Yee, *Chair**
Mr. Luis E. Campos
Mr. Todd P. Donnelly
Ms. Elizabeth S. Duane
Mr. Timothy S. Fallon*
Ms. Debra Fraser-Howze
Dr. William Gaudelli*
Mr. Michael S. Keim
Ms. Lucindalea B. McCarthy*
Ms. Jamie P. Musselman
Mr. Gregory Paul*
Mr. Laks Srinivasan*

**in person*

STAFF PRESENT:

Ms. Andrea Cummis
Mr. Yoni Greenbaum*
Ms. Laura Hamel*
Ms. Ellen Millard-Kern*
Ms. Cari Kozicki*
Ms. Jean S. Magilton*
Mr. Ron Ticho*
Mr. Art Troccoli*

I. Welcome and Introductions

Ms. Yee called the meeting to order at 1:01 p.m. via a hybrid of Zoom and in-person and noted there was a quorum.

II. Approval of Minutes

Ms. Yee asked for an approval of the minutes from the March 27, 2023 meeting. Mr. Keim noted that a change is needed in the minutes: the reference to Mr. Alan Jennings must be changed to note he retired from his role as Executive Director of the Community Action Committee of the Lehigh Valley. With this anticipated change, Mr. Gaudelli made the motion to approve the minutes. Upon second by Mr. Keim, the motion carried, and the Board unanimously approved the minutes.

III. Content and Education Committee Report

Mr. Greenbaum mentioned that the Content and Education Committee had a productive meeting on May 11, including a review of what the Education team is currently working on. The Committee will be developing a Mission Statement, and are making changes to be more proactive, instead of just pursuing Grants. Mr. Greenbaum was proud to share that our reporters have done a lot of election coverage. Ms. Yee wanted to note that the Scholastic Scrimmage program will celebrate its 50th anniversary in a year or two.

IV. Community Engagement Committee Report

Mr. Donnelly agreed that the election coverage from *LehighValleyNews.com* has been impressive. Ms. Yee sees that the team has done a lot of work to engage the community, and now the community needs to engage more with us.

V. New Technologies Committee Report

Mr. Paul shared that at the last New Technologies Committee Meeting on May 11, Mr. Greenbaum and Ms. Kozicki gave a presentation on a *LehighValleyNews.com* application. Mr. Paul stated that this feature would have a cost of over \$300,000, which is too expensive now.

Mr. Paul noted that a new agenda item has been added to this committee, which is the research into FAST Channels (Free Ad Supported Television) as a future decision in which we can get involved. Ms. Cummis added that her concern is that we might not have enough content to make this option available to us.

Mr. Fallon added that there is a PBS-D (Distribution/For Profit) that offers streaming; and we may have other options in this area. Ms. Kozicki will be speaking more with PBS leaders about working with this option. Ms. Yee stated that this subject would be good for our next retreat.

VI. Finance Report

Mr. Troccoli added that the Finance Committee met last week and discussed the three-year Profit and Loss review. The Committee wanted a deeper understanding of the budget. He noted that there will be an additional Finance Committee meeting within the next two weeks to incorporate new suggestions ahead of the June 22 Board Retreat. Ms. Yee added that we have an urgent need for budget approval.

VII. Good Neighbor Award

Ms. Brinker began by stating that we have \$323,000 expected from this event. Ms. Brinker thanked the Board members that have been on the Good Neighbor Awards Committee, and had a Sizzle (a short video) shown at this meeting for the Board to see what will be shown on Tuesday at the event. Ms. Brinker added that this video does exactly what we wanted it to do: it shows the impact we are having on the community. The Sizzle was appreciated by the Board members.

VII. Update on *Lehigh Valley News.com*

Mr. Greenbaum shared a presentation that included what new items will be included within *LehighValleyNews.com*, such as: a pets page, obituaries, real estate, Flight Club, and sports.

We are still looking for more content. We have increased our registered users and page views at a steady upward trend.

Mr. Ticho then shared a marketing report. As for social media, he noted we are getting a lot of viewership from Facebook. A new event we are creating is the Good Helper Award, which will be presented to Dr. Lona Farr at the Shakespeare Festival this coming Saturday.

IX. Board Information

Mr. Fallon returned from the annual PBS meeting last week and shared a few topics he had discussed. A big item of importance is for us to get involved as a streaming service. Mr. Fallon praised our team for beginning *LehighValleyNews.com*, as digital is where the future is headed, while television and radio are declining. The new generation is not expected to begin to watch PBS programming; we must work on different opportunities now.

Mr. Fallon also reminded Board members that have pledged money to send it in as soon as possible. Mr. Paul asked for reminder emails to be sent regarding the payment of donations.

X. Updating of Committee Charters

Ms. Yee wanted to point out that the Content Committee is now named the Content and Education Committee.

Each Committee Chair will go over the respective committee's existing Charter, and then Board Affairs will review and adjust as appropriate. This will go on the agendas of the upcoming committee meetings.

XI. Old Business

No old business.

XII. New Business

No new business.

XIII. Public Comments

No public comments.

XIV. Adjournment

Mr. Yee asked for a motion to adjourn the public session. Mr. Paul made the motion; with a second by Ms. McCarthy, and unanimously approved, the Public Session of the LVPTC Board meeting was adjourned at 2:40 p.m. The Board then met in Closed Session.

Minutes prepared by: Jean S. Magilton