

**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 10, 2018  
DATV BOARD OF TRUSTEES MEETING  
DATV CONFERENCE ROOM – 5:30PM

**MEMBERS PRESENT**

Randy Phillips - Chair  
Maggie Barlow – Treasurer  
Dave Johnson – Vice-Chair  
William Harris - Secretary  
Marlese Durr  
Commissioner Jeffrey Mims  
Chad Snoke  
Willie Walker

**ABSENT**

Toni Bankston: excused

**ALSO PRESENT**

Rosemary Bradley, Executive Director

**CALL TO ORDER**

R. Phillips called the meeting to order at 5:26pm.

**ROLL CALL**

R. Bradley performed the roll call.

**BOARD CHAIR COMMENTS**

R. Phillips noted that it has been a busy year for DATV, with ten-plus festivals, membership is up, first Gala and right around the same time Phillips noted that he had been hospitalized with a heart attack (which he referred to as “a pain in the chest”) from which he is recovering well. All present expressed concern and well wishes for continued health.

**APPROVAL OF BOARD MINUTES**

Phillips asked for a motion to accept the Minutes from the October meeting. Rev. Harris made the motion, D. Johnson seconded, motion carried unanimously.

**PUBLIC COMMENTS**

None

**CONSENT AGENDA**

- A) Approval of Board Minutes: 8 October 2018 meeting
- B) Committee Reports
  - a) Executive Committee: N/A
  - b) Nominating Committee: N/A
  - c) Investment Committee: Attached
  - d) Personnel Committee: N/A
  - e) Development Committee: N/A
- C) Approval of Treasurer’s Report: October 1, 2018 – November 30, 2018
- D) Executive Director’s Report: Attached

## **APPROVAL OF CONSENT AGENDA**

R. Phillips noted that in the Investment Committee report, a change be made to shift in-person meetings from 6x a year to quarterly but that we continue to receive bi-monthly Investment reports to present to the board. Merrill Lynch brokers expressed that a formal quarterly meeting would be more meaningful for DATV as it would conform to standard investment procedures and allow for comparisons to standard market performance reports. The Investment Committee agreed to the extent that ML continue to provide bi-monthly reports to submit to the full board. The Board agreed to the change. R. Phillips asked for a motion to approve Consent Agenda, M. Barlow made the motion, M. Durr seconded, motion was carried unanimously.

## **COMMENTS BY THE CITY OF DAYTON REPRESENTATIVE**

None present.

## **OLD BUSINESS:**

N/A

## **NEW BUSINESS:**

**2019 Proposed Budget:** A draft budget was presented by R. Bradley. Bradley proposed that DATV's budget be restructured to reflect Cost Centers in order to discretely track revenue and expenses to specific Programs and activities. This will be important for grant writing as grantors require Program budgets to compare with Total Organization budgets as part of their decision-making for grant awards. A Cost Center approach also allows expenses currently absorbed by franchise fees to be allocated proportionately across grant awards, with the aim being to gradually build up grant revenues to supplement and/or replace franchise fees as they diminish across time without having to reduce services. Bradley described briefly the instability of the Cable Industry, how consumers are cutting their cable subscriptions and going wireless and how Cable companies are not required to pay fees to cities for wireless networks in the communities they serve. These factors are going to have an impact on our revenue and we have to prepare for a future, five to ten years down the line, with decreased franchise fee income. Bradley also noted areas in the 2019 budget where assumptions had to be made regarding salaries for staff, herself and Steve Ross, Operations Manager, because the Personnel Committee had not met to discuss. M. Durr acknowledged the fact and indicated that the salary items were okay as stated in the proposed budget. Bradley also pointed to 2019 increases in the staff training line item over 2018, Bradley is exploring grant opportunities to offset those costs. W. Walker inquired after where DATV stands regarding the 2018 budget. Bradley replied that year to date, we were on target, with no significant variances. The main differences in the 2019 budget over 2018, will largely be in Youth Programs and Outreach, to be offset by grant awards. M. Durr asked for clarification on Cost Center budgeting. Bradley explained that costs will still be listed as line items, they will just be allocated to specific programs. In most cases, we will not be adding expenses to the budget, we will be taking existing costs and assigning them to specific programs or cost centers. Thus fixed costs, such as electricity and heat, telephone, internet, computer, maintenance, cleaning costs can be allocated to grant awards by a certain percentage because that is what it costs us to operate that specific program. W. Walker asked about Production for Pay, Bradley & Phillips explained that this is income we earn from producing videos that do not air on the channel, stream or make available on You Tube. The 2019 budget will reflect all sources of income, including line items for each revenue source, as well as allocated expenses to designated cost centers. A motion was called for to approve the 2019 budget, subject to changes, in order to have a budget for the new year, as the board does not meet again until February 2019. J. Mims made the motion, M. Durr seconded. The motion carried unanimously.

## **DATV Strategic Planning Tracking Dashboard**

The dashboard was presented, but Bradley indicated that it was really inadequate because the report is in color and DATV only has black and white printing capacity. J. Mims requested that by the next meeting we have quotes on color printers to present to the board.

## **DATV/City of Dayton Contract Amendment**

R. Bradley reported that she was successful in having the requirement for a representative from the City of Dayton Communication Department have a seat on our board removed from our contract. The city's Law Department,

however also removed the clause that included representation on our board by a member of the City Commission. We did not want this to happen. J. Mims indicated that he would discuss with the city's lawyer to have this reinstated and to address the issue of DATV board members having to live in the City of Dayton. Discussion ensued to the effect that all agreed we should relax this requirement to include people who do not live with the Dayton City limits but do live in Montgomery County. J. Mims indicated he would also discuss this with the law department.

**Executive Director Report:**

Attached.

**Other:**

N/A

**ADJOURNMENT**

At 6:39 pm R. Phillips asked for a motion to adjourn. Rev. Harris made the motion, W. Walker seconded. The motion passed unanimously.

The next board meeting will be **February 11, 2019 at 5:30pm** in the DATV conference room.

Respectfully submitted,

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Rev. William Harris, Secretary



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Rosemary Bradley, Executive Director

Submitted 2/3/2018 - RB