

**WMHT Educational Telecommunications  
 WMHT Board of Trustees Meeting Minutes  
 March 19, 2015**

A Meeting of the WMHT Board of Trustees was held on March 19, 2015 at WMHT, Troy, New York. Richard Taylor of the Board of Trustees, presided.

***Present***

Richard Taylor	Doris Fischer Malesardi (via phone)
Robert Altman	William Picotte
Eileen Bagnoli	Paul Powers
Robert Bullock	Joseph Raggio
Prentiss Carnell	Carl Shuster
Karen Hitchcock	Jan Smith
H. Graham Jones	Maggie Vinciguerra
John Katz	

***Excused***

Jane Altes	Scott Rajeski
Carolyn Callner	Harry Rutledge
David Haviland	Shelby Schneider
Bonnie McGuire Jones	Dustin Swanger

***Also Attending***

WMHT Staff: Sandra Beer, Mary Gribulis, Katherine Jetter, Julie Raskin, Scott Sauer, Dan Swinton, Anthony Tassarotti, Chris Wienk,

***Call to Order***

Mr. Taylor called the meeting to order at 4:07 PM.

***Consent Agenda Items***

On a motion by Mr. Picotte seconded by Mr. Katz the consent agenda of minutes and notes listed below were unanimously approved by the Board of Trustees.

Minutes and Notes

- January 22, 2015 Board Meeting
- February 5, 2015 Development Meeting
- February 25, 2015 Education Committee
- February 26, 2015 Executive Committee
- March 9, 2015 Governance Committee
- March 12, 2015 Finance Committee

***Finance Committee Report***

Ms. Bagnoli noted the exceptional performance of membership, underwriting and production each with strong performances so that through the first eight months of the Fiscal Year. Net income before depreciation is \$338,977 better than budget and \$485,486 better than prior year.

***Marketing & Branding Discussion***

Mr. Sauer introduced the Marketing and Branding presentation (attached) noting the staff members involved and Jan Smith's assistance.

The next steps will measure current awareness and perception, identify measurable goals, test the goals and then develop tactics and strategies.

**President's Report** Mr. Altman reported that the audiences have been terrific on radio and television. There are great television programs coming up: Ken Burns' production - *Cancer: The Emperor of All Maladies* and *The Last Days in Vietnam*. Local productions are in the works about Thacher Park and SPAC, the new season of *HealthLink* has started, WMHT has received a huge jump in submissions to *TVFilm*, the *Upstate Italians* interstitials were well received. Sustaining contributions are coming in well during the current pledge drive. *NY NOW* has a new user friendly website and as part of our *American Graduate* initiative we have been hosting well attended screenings of *Homestretch* re: homeless teenagers.

Mr. Altman has been working with a creative arts coalition from Albany, Troy and Schenectady on an application for a Bloomberg public art award.

Mr. Altman noted that CEG Vice President Jeff Lawrence who passed away this week was a great friend of WMHT and had a tremendous impact on the community.

**Chair's Report** Mr. Taylor noted that it is a privilege to join Mr. Altman and other public television managers and trustees in Washington for meetings congressional staffers. Two interesting talking points were our impact on education at a relatively minor cost and the value of the public media network as an alternative emergency alert system.

On May 7<sup>th</sup>, all board members are welcome to come to the Finance Committee meeting to go over the details for the next year's budget.

**Executive Session**  
**Adjournment** The Board met in executive session beginning at 5:25 and adjourned at 5:30 pm. No action was taken in the Executive Session.