

## **Early Television Foundation**

### **First Annual Meeting - May 1, 2015**

**History.** The meeting opened with a little history behind the formation of the museum and the foundation.

About 10 years ago Steve created a nonprofit 501(c)(3) corporation. He donated most of the sets that he owned to the nonprofit. Eventually all of the sets in his personal collection will become property of the foundation. Until now, it's been mainly a one-man management operation. There has been a lot of volunteer help, but until now all the decisions have been made by Steve. Last year, in order to help position the museum for the future, he expanded the Board of Directors from one person to eight. He asked people who were either very active in the museum's operation or in helping out at conventions, and also people who were on boards of other organizations to become board members. These board members were appointed. Our bylaws call for elections, so starting next year each member of the museum will become a voting member eligible to participate in selecting board members. Next year the members will elect the board of directors.

The bylaws are published on the Early Television museum website. Our most recent tax filing is also there, available for inspection.

Steve's goal is to remain active, but to turn over the operation of the Foundation to the Board of Directors in order to ensure the viability of the museum into the future in the event that he becomes unable to personally manage the organization.

**Board Members.** Current (appointed) board members:

John Folsom, Darryl Hock, Chuck Azzalina, Geoff Bourne, Bob Dobush, James O'Neal, Dave Sica and Steve McVoy.

### **Financial Report - 2014**

Total Income: approximately \$70,000

When the museum was started, 100% of the money came from Steve and his family. Over the years, that percentage has declined. In 2014 the total amount spent by Steve on the museum was down to \$12,000. As we develop new income streams, he envisions they will make up a greater and greater percentage of the organization's income.

**Income.** Our income has come from the following sources:

- Advertising on the website: approximately \$2,000
- Convention (commission on auction sales): \$
- Membership income: \$3,600 (new this year: \$25 membership fee.)
- Donations: Approx. \$23,000 (incl. \$8,000 special collection for RACS equipment, sales of equipment surplus to the museum's needs)

**Expenses.** (Paid to the owners of auction items): approx. \$10,000

- RACS equipment: approx. \$7,000
- Shipping: approx. \$3-4,000
- Insurance: \$3,800
- Legal and Accounting: \$4,000
- Maintenance at museum: approx. \$2,000
- CRT room construction costs: approx. \$5,000
- Utilities: approx. \$8,000
- Payroll: approx. \$7,000
- Real Estate Taxes: \$12,000

The building continues to be owned by Steve and is provided free of charge to the museum. The museum pays all expenses associated with the property. Steve has willed the building to the Foundation.

### **Budget for 2015**

Income is expected to be higher as there is a continuing upward trend in donations. There is a steady stream of items to sell at the auctions.

Two fairly significant maintenance items coming up this year: the roof needs to be replaced on the front part of the building. And the parking lot needs to be re-paved. No other major expenses foreseen for this year.

The entire financial report is posted on the Early Television Museum website.

### **Elections**

Steve presented a list of officers and asked for volunteers to run for each position:

- *President*: Steve McVoy nominated and seconded. Elected by acclamation.
- *Vice President*: Chuck Azzalina nominated and seconded. Elected by acclamation.
- *Secretary*: Dave Sica nominated and seconded. Elected by acclamation.

*Treasurer*: Currently Steve keeps the books on Quicken and has a local bank account. We currently pay 5 or 6 bills through automatic payment, plus write a half-dozen checks per month. File tax returns: Form 941 filed quarterly; taxes are filed by our accountant. Steve is willing to continue serving as Treasurer.

The annual meeting of the board of directors is in-person at the Convention. There will be three additional phone meetings during the year, plus any special meetings as needed.

We have 8 board members. Ideally, we'd have an odd number so there wouldn't be any tie votes. Nominations from the floor?

- Dave Abramson (Nominated, seconded. Elected by acclamation.)

- Jack South (Nominated, seconded. Elected by acclamation.)
- Chuck Azar (Nominated, seconded. Elected by acclamation.)

**Questions and Answer Session** (Q: questions from audience / A: answers from Steve and others)

Q: Have we considered raising the auction commission from the current 10%? What about charging a buyer's premium in addition to a seller's premium?

A: We've set the commissions on the low side on purpose. The purpose of the museum is to encourage the collecting and restoration of sets. But of course we could always use additional revenue. This is a good example of an issue for the new board to consider.

Q: Do we get any government support? Grants?

A: That's something we can investigate

Q: Do bylaws specify how to select and vote for board members? Nominating committee?

A: currently, nominations are at general meeting. Members vote at general meeting. This was set up by "borrowing" ideas from the bylaws of similar organizations. The process can always be modified in the future.

Q: How many visitors does the museum get from the general public?

A: Walk-in traffic averages about 100 people per month. Tours average another 100 per month.

Q: Do visitors pay a donation or an admission charge?

A: donation is requested. Virtually everyone donates; some donate quite generously.

Q: Have we considered using the services of a professional grantwriter. Other similar organizations have had success finding such services on a pro-bono basis.

A: We have not investigated this to date. Something else for the board to look into.

Q: Do we coordinate with local school districts?

A: Yes. We get a lot of the tours are from schools, scouts, colleges.

Q: Local outreach/ publicity?

A: We're featured in the Hilliard promotional brochure, Hilliard promotional video. We have NOT advertised. Does it make sense to do so?

Q: Have we considered advertising to "captive audiences" on flights to Columbus. Have we placed brochures in hotels?

A: We had brochures at one point, but brochures are expensive to print and we decided it wasn't worth it. We can re-visit that decision.

Q: How about roadside promotional signs?

A: Steve will investigate. Signs at interstate exits require that you be open on a regular schedule; we'd need a full-time person on staff.

Q: Have we promoted the museum on YouTube? Could we make a short promotional bit about coming and visiting the museum?

A: We currently have a few videos on YouTube. We have plans to market the museum more aggressively in this way. One question is whether video documentation of the Convention presentations should be monetized (sold) to provide revenue to the museum or given away on YouTube for their promotional value? Something else for the board to consider.

Q: Hotel/motel tax used to promote tourism. Geoff says they get about \$8,000 per year from this fund.

A: Hilliard city tax. Offers motel discount program, haven't taken advantage of this yet.

Q: Grant for parking lot work. Support jobs in the community?

A: let's talk about that.

Q: Exhibits feature receivers, broadcast equipment. What is the balance among the various areas? Do we intend to show more recent items ('60s, '70s & '80s?) Rotating displays?

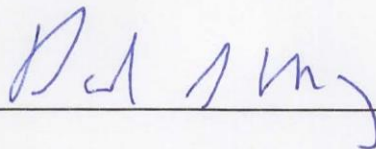
A: Again, something for the board to consider. People are looking to see things they remember from their childhood; most of the museum's displays – unless you're really old -- are from before that period.

## Conclusion

**Date for 2016 Convention.** Same date at this year? Coordinate with Dayton? Steve will send out a survey. Sort the results into two categories: "attendees" and "everyone in the database."

More and more people have stepped forward to work on the Convention every year. Steve hopes that having a formal board of directors will formalize that trend.

**Motion to adjourn.** Seconded. The next meeting will not be a General Meeting, but all are invited to participate. Date to be announced. Next General Meeting to be on the Sunday morning of the next Convention.



David S. McVoy, President and Treasurer