

Early Television Foundation
Board of Directors Meeting - May 1, 2015
August 24, 2017

(Telephone Meeting)

Attending:

Dave Abramson
Dave Arland
Charles Azar
Geoff Bourne
Steve McVoy
Ben Moyer
James O'Neal
Ralph Sargent
Ray Sieracki
Dave Sica

The minutes of the previous meeting were adopted as published.

Cash balance: We currently have approximately \$11,000 in the bank, incl. approx. \$3,000 in CRT fund and \$1,900 in parking lot fund of our goal of \$22,000.

Membership: 144. Up from last year. Our stretch goal for the year is 200. Solicitation for 2018 membership will begin in December.

PROPERTY MANAGEMENT (and parking lot)

Steve had owned the building. This past June he donated it to the Foundation. This move was going to alleviate the \$12,000 in property taxes. In June the museum paid \$6,000 in property taxes for the last half of last year. We will owe approximately \$6,000 for the first half of 2017 before the property becomes tax-exempt. So the full savings in property taxes will not take place until next year. Steve will submit a request for tax-exempt status.

The museum has always paid all the expenses related to the facilities, and those other expenses will continue as in the past.

OTHER EXPENSES

A small water leak resulted in a \$1,300 water bill. Could we reduce the sewer portion of the bill due to the fact that the water leaked onto the ground instead of entering the sewer? (Steve will inquire.)

Steve built a small bathroom in the back, next to the stage area. Avoids \$200 per year on porta-potty rental.

Equipment donations:

The museum recently acquired Westinghouse 15" color set with a cabinet in decent shape and a good CRT. A person showed up at the museum one day asking \$50 for it. We already have one in working condition, so we will offer it for sale. Our policy is to not warehouse duplicates, but that it is better to put them in the hands of the collectors and raise some money for the museum.

A very nice TRK-12 in New York City was offered to the museum, then the offer to donate was retracted subject to getting more information about the museum. Steve is following up. This one is in better cosmetic condition than the restored one on display in the museum, so we may keep this one and sell the existing one, or swap out the working chassis in our existing set.

A person whose father was involved in the development of the CBS color system has donated . Three large boxes of documents related to that subject have been donated to the museum. They will need to be digitized. Someone suggested asking Chuck Azzalina, who has a book scanner, if he would take on the project. Also, hundreds of Sams Photofacts have been provided by a person in California.

CONVENTION REPORT

Statistics: Our attendance was down from 125 to 115. Dinner attendance was 65 vs. 73 last year. Auction sales were way down: \$15,000 vs. \$24,000, but this amount is due to what shows up for the auction. Donations were also way down: \$6,600 in 2016 vs. \$3,000 in 2017, or about less than half. This is almost certainly due to the fact that Don saltzman was more aggressive in going after people. We need to figure a way to be a little more aggressive in allowing people opportunities to donate during the Convention.

Net income was down to \$12,000 vs. \$20,000 last year. Most of this was due to auction.

A suggestion was made to add an extra box on the Convention registration form to allow attendees to designate an added donation. Steve will add this to the form.

We discussed whether the museum should reconsider the percentage it charges auction fees. Board members were requested to think about the pros and cons of increasing either buyer's or seller's fees, or both and this will be an item for discussion on the agenda for the next meeting.

Feedback about Convention:

The acoustics are bad in the room we used for the presentations this past year. It was difficult to hear the presenters.

Max Gottfried has agreed to be the coordinator for the presentations and liaison to the venue. They are discussing the possibility of having a series of speakers along the wall to cover entire audience rather than just one large one at the front of the room. The buffet lunch got off to a slow start, but the setup worked better after we converted to two lines, one down each side of the tables. The tables were originally set up against the wall. They will be set up a few feet from the wall and spread out more. We also intend to reverse the setup of the room so that people entering and leaving aren't at the presentation end of the room

Podium lighting. The room was dark. Dave Abramson scrounged up a spotlight and cobbled together a workable lighting setup. The lighting at the venue needs more attention.

PARKING LOT

The GoFundMe page has raised \$1,900 to date. Stev will send out another bulk email. There is now a 'direct donation' button on side panel of each page of the website. We should all circulate the word in our local collector circles and local radio clubs. Send a notice to ARC/AWA? Promotional pamphlet? Steve will make up a sheet with information about the museum and our projects and email to board members regarding contribute to museum/parking lot/crt fund/etc. We will make up envelopes to give to people for cash/check donations.

NEW BUSINESS

Advertising and Marketing:

Our advertising budget is currently \$0. Should we have an advertising budget?

We need someone local to handle advertising.

We will have advertising/promotion/fundraising as a prominent topic on the agenda for the next board meeting.

Estate planning:

Dave Sica will continue to investigate estate planning information and customize to meet the needs of the collector community.

Signs:

The City of Hilliard is formulating a policy on roadside signage. When they have established a policy, we will get a sign for the museum.

Admission fees:

Should we re-evaluate the amount we charge for admission? Steve reported that we receive many admission donations higher than our 'suggested donation' so it might not be necessary to raise the price.

Volunteer hours:

We should be logging our volunteer hours, as these count towards matching funds when applying for grants. Dave will set up an online volunteer hours tracking system.

Promotion:

We have had approximately 50,000 visitor to our website so far this year. vs. our traffic.

Local advertising: radio/brochures.

Steve has been doing local radio and TV interviews.

Dave Abramson will head our marketing/promotion effort. Local hotel advertising: brochures, pamphlets, signs.

A local production company from Akron will be shooting a program at the museum during the fall swapmeet. Steve will check with them to see if they would be willing to cut us a :30 commercial from the footage they generate.

Steve will check into advertising locally on cable outlets such as the History Channel. Dave Abramson will check into advertising rates on the local cable TV system in the Columbus area.

Demographics: 1 "nostalgia" 2. kids/cub scouts 2 different types of commercials?

Marketing / Advertising / Promotion will be the topic of the next board meeting.

FALL SWAPMEET

We'll be doing the fall swapmeet again this year. It was worth doing. Previously we had about 40 attendees. We hope for more this year.

CRT Rebuilding:

The board conducted a discussion of the future of CRT rebuilding. Steve will ask Nick Williams to put together a business plan.

TK 41 PROJECT

Barry Bennet has taken all the support equipment with him. He is in the process of cleaning everything up.

James O'Neal has a processor. John Folsom has the color bar generator. Barry is working on fabricating cabling. He also needs to restore the power supplies and colorplexor.

Ray Sieracki has not been receiving email communications. His email address is raysierackiu@yahoo.com and his phone number is 716-827-8671. Ralph Sargent's email address is ralphsargent@earthlink.net.

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