



FIRST 100 DAYS

**Select Board Meeting
July 28, 2020**



Agenda



- New Board Election
- Personnel
- New Committees
- Financial Summary
- Operations
- Fundraising
- How You Can Help

New Board Elections, April 2020



6 Newly Elected Board Members

- **Kristi Bates**, President: 2-Year Term
- **Susan Spuhler**, Vice President: 1-Year Term
- **Jack Wang**, Treasurer: 2-Year Term
- **Diane Wood**, Clerk: 2-Year Term
- **Bob Jefferies**, Board Member: 1-Year Term
- **Marilyn Katler**, Board Member: 1-Year Term

LIAISONS:

- **Tom Clay**, Select Board Liaison: 1-Year Term
- **Sean Kelly**, School Committee Liaison: 1-Year Term
- TBD, Nashoba Tech Liaison: 1-Year Term



Personnel

- Executive Director Search: Postponed
- Appointment of Acting Executive Director:
Sarah Fletcher
- News and Media Director Position
Reestablished: **Joyce Crane**
- PT Office Assistant Hired: **Andria Bao**
- College Intern, News Division, On Board:
Carolyn Crimmons



New Committees

- FINCOM
- Fundraising Task Force
- Transition
- Legislative
- Bylaws and Policy
- Infrastructure

Financial Summary



- Approved 2020 budget
 - Revenue: \$430k / 2019: \$514k
 - Net Income/Loss: (\$40.5k) / 2019: (\$9k)
 - Net Operating Cash Flow: \$15.7k / 2019: \$24k
 - Cash & Equivalents: \$535.5k (6/30/20)
 - Cash & Equivalents: \$444.9k (12/31/19)

- Challenges ahead, but cautiously optimistic!

Financial Cont.



- Major Financial Actions
 - ✓ Provided for Acting Executive Director stipend and one-time staff bonus
 - ✓ Will meet (current) targets for PPP forgiveness
 - ✓ Reviewing banking and investment policies to obtain higher returns commensurate with minimizing risk while maintaining liquidity
 - ✓ Reviewing major non-payroll expenses for possible expense savings without service level/benefits
 - ✓ Will work closely to align budget and fundraising goals

Operations



- New 5-Year Lease Favorably Negotiated
- Successful (*Outdoor!*) Annual Town Meeting: Telecast and Live Streamed
- Significant Number of Covid-19 Informational Interviews, Recordings, Videos, and Articles
- Virtual Meeting Support for Numerous Govt. Meetings (Live streamed on YouTube now and immediately available to replay)
- Westford Academy Graduation Activities (to be covered similarly to ATM with live telecast, streaming to YouTube, and our website)

Operations Cont.



- Membership: 56 members in 2020 adding revenue of \$2,775
- Community Partnering and Engagement: (including PSAs, Election Coverage, Cameron Senior Center programming, Black Lives Matter coverage)
- Multiple Grant Submissions
- Covid-19 Office Protocols Developed
- Researching Potential Options to Monetize Services

Fundraising



- Online Auction: \$4,345
- Dining for A Cause: \$925
- Donations \$3,580 (includes \$420 from other income)
- Grants: \$1,500 (arriving in July)
 - Total: \$10,350
- 2020 Future Plans
 - Fall/Holiday Online Auction
 - Ongoing “Dining for a Cause” Opportunities
 - Grant Applications
 - Membership Drive

How You Can Help



westfordcat.org/

Town – Select Board and School Committee:

- ✓ Routinely Acknowledge CAT's Contribution at Town and School Meetings
- ✓ Actively Promote Fundraising and Other Events (Dining for a Cause, Online Auctions,...)
- ✓ Explore CAT Proposals for Increasing Revenue (potential to Negotiate Ground Lease, Cable vs Internet fees positioning)
- ✓ Advocate for State and Federal Legislation

How You Can Help

westfordcat.org/support-us/



Community:

- ✓ Join as a Member – Produce a Show – Become a Camera Operator
- ✓ Donate (Funds, Time, Support, Other)
- ✓ Help Market CAT Using Social Media
- ✓ Spread the Word – CAT is a Valuable Resource!
- ✓ Get engaged!



westfordcat.org

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