



BOARD ORIENTATION PACKET

Mission

Our mission is to empower the local community, through media education and technology, to become civically engaged, express ideas, and advocate for causes.

Vision

Every person in our community has the ability to express their ideas through media.

Value Statements

We Believe:

- In putting the power of media in the hands of the community
- In fostering a creative environment through the free exchange of ideas, opinion, passion and viewpoints
- In supporting local nonprofits so they might yield media productions that advocate their cause
- In sparking a passion for media and community engagement among young people
- In empowering citizens to make informed decisions
- In providing quality media production services that promote noncommercial endeavors

Elevator Pitch

We provide people who live, work and go to school in Eagle County with free and affordable video production training, as well as free access to video equipment, so they may create media to express their First Amendment rights to free speech. High Five Access Media also provides government transparency through its coverage of local proceedings.

Recent Accomplishments

- Creation of the Education and Access Coordinator position and hiring Barry Eckhaus
- Reopening of orientation, in-person workshops, studio hours, and equipment checkout that were postponed due to COVID-19 restrictions
- Increase in franchise fees received from Town of Vail. Thank you!
- Development of advanced camera workshop at remote locations
- Development of regular, monthly volunteer program
- Closer partnership with video programs at Battle Mountain and Eagle Valley high schools
- Upgrades to coverage of Vail and Avon government meetings, including virtual participation opportunities

Mark Your Calendars

High Five Access Media board meetings typically place once each quarter. There are also various committee meetings and events throughout the year. Descriptions of each committee are outlined later in this document.

2022 Schedule

Board of Directors Meetings

January 31, 4:30 to 6 p.m.

April 4, 4:30 to 6 p.m.

August 15, 4:30 to 6 p.m.

October 18, 4:30 to 6 p.m.

Other Dates

Community Media Day - Oct. 2022

Colorado Gives December 2022

About

High Five Access Media is a nonprofit, noncommercial, grassroots community organization. We achieve our mission by providing the community coverage of [Local Government](#) meetings, free access to [Media Education](#), [Facilities and Gear](#), [television and internet distribution](#), low-cost [production services](#), and unique productions.

High Five is available on Comcast Channel 5 in the upper Eagle Valley. But we're more than just a television station. If you cut the cord, subscribe to satellite TV, or live down valley, what you see on cable is simulcast at [Live on Five](#) and available anytime, [on demand](#).

We are primarily funded by franchise fees provided to the towns of Vail and Avon from Comcast. The towns hold franchise agreements with Comcast. These agreements allow the cable operator to distribute their programming on cables in public-owned rights of way and make a profit. In return for using these right of ways, Comcast pays the towns a portion of their profits to the towns, which approve funding for HFAM. The franchise agreements may be found on the [Vail](#) and [Avon](#) websites. We also receive funding through grants, donations, underwriting, and production services. If you're interested supporting HFAM, consider making a [donation](#), [underwriting](#) a program or [get involved](#).

History

Public access television sprouted in Vail during the 1970s, when tenacious residents began a quest to push local officials and the cable company to create a channel on cable television for locals to express their ideas, and talk about issues important to the community.

Vail Valley Community Television began cablecasting on Channel 5 in 1983 from a studio in the old Town of Vail public works shop. With a couple 3/4-inch studio cameras, a field camera and some editing equipment, several residents hopped on board the electronic soapbox and public access television was born in Vail.

The station offered the first opportunity for average citizens to produce their own television programs, while the cable channel ensured they could effectively communicate with the community.

Our first program was News Vail, an hour-long, weekly show that offered insight into issues affecting the valley. The station provided video training for dozens of local residents, who pitched in to produce the program. Many of these community producers went on to careers in media. In 1985, Vail Valley Community Television was incorporated as a nonprofit organization.

Over the years, Channel 5 has offered video production workshops, whose participants, along with staff, went on to create several local-centric programs, including Reading of the Vail Daily with Josh Hall, Altitude Sickness, Mountain Valley Magazine and The Community Project. In the 90's Vail Valley Community Television began its coverage of Vail Town Council meetings, an effort that has grown to include the Town of Avon and several other government entities.

Learn about the history of public access television in the United States on [Wikipedia](#).

Board of Directors Roles and Responsibilities

Board Member Types and Terms

The High Five Access Media board is comprised of nine or eleven directors. Six are community representatives who are required to be elected by members and may serve two, full, three-year terms. Three directors are appointed one each by the Towns of Vail, Avon and Minturn and serve up to six, one-year terms.

Officers consist of a president, vice president and treasurer, who are chosen from the directors by the entire board. Only community representatives may serve as officers.

Board Member Job Description and Expectations

The board will support the work of High Five Access Media and provide mission-based leadership and strategic governance. While day-to-day operations are led by the executive director, the board/executive director relationship is a partnership, and the appropriate involvement of the board is both critical and expected. Specific board member responsibilities include:

Leadership, governance and oversight

- Serving as a trusted advisor to the executive director as they develop and implement High Five's strategic plan
- Reviewing outcomes and metrics created by High Five for evaluating its impact, and regularly measuring its performance and effectiveness using those metrics; reviewing agenda and supporting materials prior to board and committee meetings
- Approving High Five's annual budget, audit reports, and material business decisions; being informed of, and meeting all, legal and fiduciary responsibilities
- Contributing to an annual performance evaluation of the executive director
- Assisting the executive director and board president in identifying and recruiting other board members
- Partnering with the executive director and other board members to ensure that board resolutions are carried out
- Serving on committees or task forces and taking on special assignments
- Representing High Five to stakeholders; acting as an ambassador for the organization

- Ensuring High Five's commitment to a diverse board and staff that reflects the communities High Five serves

Qualifications

This is an extraordinary opportunity for an individual who is passionate about High Five's mission and who has a track record of board leadership. Selected board members will have achieved leadership stature in business, government, philanthropy, or the nonprofit sector. His/her accomplishments will allow him/her to attract other well-qualified, high-performing board members.

Ideal candidates will have the following qualifications:

(a) All members of the board must be individual members in good standing of High Five.

(b) The board of directors shall not include as voting members any officer, director, agent, employee or stock holder of the cable television franchisee, initially Comcast.

- Extensive professional experience with significant executive leadership accomplishments in business, government, philanthropy, or the nonprofit sector
- A commitment to and understanding of High Five's beneficiaries, preferably based on experience
- Savvy diplomatic skills and a natural affinity for cultivating relationships and persuading, convening, facilitating, and building consensus among diverse individuals
- Personal qualities of integrity, credibility, and a passion for improving the lives of High Five's beneficiaries

Service on High Five's board of directors is without remuneration, except for administrative support, travel, and accommodation costs in relation to board members' duties.

Future Sustainability

Recent [decisions](#) by the Federal Communications Commission divert money from our community to the pockets of the cable industry. This, in addition to folks "cutting the cord" in favor of internet-based streaming services, means High Five Access Media needs community support. High Five board members will consider High Five a philanthropic priority and make a meaningful annual gift. So that High Five can credibly solicit contributions from foundations, organizations, and

individuals, High Five expects to have 100 percent of community board members make an annual contribution that is commensurate with their capacity.

Fundraising One Pager

ANNUAL FUNDRAISING PLAN

Board Member _____
Organization _____
Fiscal Year _____
Annual Give/Get if applicable _____

Each year, we ask board members to devote some serious time to the exercise of planning how s/he will reach the fundraising commitment that comes with board service to our organization.

What is its purpose?

- 1) It provides a board member with a way to take what can seem an overwhelming responsibility and break it down into manageable components.
- 2) It gives the Executive Director and development staff (if applicable) the opportunity to have a sense of whom you know and where you see your own fundraising strengths.
- 3) It can unearth mutual prospects across board members that can lead to different and more powerful strategies of engagement.
- 4) When compiled, it gives the organization a sense of the fundraising firepower of the board.
- 5) It provides your board fundraising committee with a mechanism for peer tracking and accountability.

Most importantly, it is a DISCUSSION GUIDE for a conversation with the chair of your development committee and/or your development director. What are you thinking? Can a conversation enrich this document? Can the conversation spark other ideas you have not considered? Guaranteed that the answer is yes.

Is it binding?

Of course not. First off, you can ask but a person can politely decline. You are simply documenting your plan of ASKING. Secondly, it is not a contract but rather a plan – one you can refer to in order stay on task, to motivate, and to use with fellow board members and/or staff to strategize, raise challenges, etc.

You ready?

Filling this out should take more than an hour. You should go back to it a few times. You should have your smart phone with you and you should be looking at more than your business contacts. If you are feeling stressed about it, I suggest that either you exercise ahead of time or fill it out with a nice pinot noir in hand. Whatever works for you.

Go!

Joan Garry

BECAUSE NONPROFIT
LEADERSHIP IS MESSY

YOUR OWN PERSONAL GIVING _____
Leave blank pending discussion with ED

MAJOR DONORS

(those who you believe have the capacity to give \$1,000 or more)

Name _____ Connection _____
Color Commentary _____

Name _____ Connection _____
Color Commentary _____

Name _____ Connection _____
Color Commentary _____

DONORS \$250 - \$1,000

Name _____ Connection _____
Color Commentary _____

Name _____ Connection _____
Color Commentary _____

Name _____ Connection _____
Color Commentary _____

Thoughts about total dollars you might shoot for in this category? _____

LOWER END DONATIONS

Here we are asking you to consider how you might raise smaller dollar amounts from a wider group of people. Consider the circle of influence you have – book clubs, parents of your kids’ friends, relatives, your dentist, your chiropractor, your lawyer, your kids’ orthodontist (you sure donate enough to her/him!) Who shows up on YOUR annual list of vendors for your house / family?

Name _____	Name _____
Name _____	Name _____
Name _____	Name _____
Name _____	Name _____
Name _____	Name _____
Name _____	Name _____

Thoughts about total dollars you might shoot for in this category? _____

CORPORATE CONNECTIONS

Here we’d like you to ride through your rolodex to look not only at your business contacts but personal ones as well. Who do you know who works for a company with a generous track record? Are there companies that come to mind? They might overlap with a company on someone else’s list.

CORPORATION _____ CONTACT _____
Color Commentary (the connection) _____

CORPORATION _____ CONTACT _____
Color Commentary (the connection) _____

SPECIAL EVENTS

Event #1

Tickets / # of Tables / Ads _____

Event #2

Tickets / # of Tables / Ads _____

Event #3

Tickets / # of Tables / Ads _____

FOUNDATIONS

Here you should consider anyone you know or anyone you are a degree or two of separation from who may have a contact at a foundation. In this situation, it would be helpful for the Development Director to come with a list of prospect foundations the organization is looking for help with.

FOUNDATION _____ CONTACT _____
Color Commentary (the connection) _____

FOUNDATION _____ CONTACT _____
Color Commentary (theconnection) _____

FOUNDATION _____ CONTACT _____
Color Commentary (the connection) _____

PRO BONO RESOURCES

Anyone you know who might be willing to donate services to the organization in exchange for visibility? Gift bag items, legal services, HR services, public relations support, etc.?

WHAT ELSE?

In this space, add what you see as challenges, what support you need from staff and any general bumps in the road you hit while filling this out. It is not an expectation that it be filled out entirely and totaled up to some amazing number. The hope is that it leads you to a plan, prompts a conversation about your own personal giving, and that it adds up to some kind of basic target for you to help keep you on track during the year.

Joan Garry

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Board roster

Tegan Davis

Board Position - President

Kim Blackford

Board Position: Community Representative

Mike Griffin

Board Position: Community Representative

Amy Phillips

Board Position: Town of Avon Representative

Terry Armistead

Board Position: Town of Minturn Representative

TJ Johnson

Board Position: Town of Vail Representative

Standing Committees

Executive Committee - The Executive Committee shall have the power to act as the Board of Directors in between Board meetings. Further direction is provided on page 17 of the bylaws.

Finance Committee - The Finance Committee shall review the Annual Financial Statement and Financial Control and Investment Policies Document, approve financial reviews and recommend to the Board the selection of and fees to be paid to an independent Certified Public Accountant for PATV 5. It shall be the responsibility of the Finance Committee to report to the Board of Directors whether PATV 5 is meeting its projected budget, on the scope and adequacy of the financial review and related fees, to continually monitor and report to the Board of Directors on the effectiveness and adequacy of PATV 5's internal accounting controls and include in that report its findings as to whether or not any errors, omissions, criticisms or recommendations contained in the

management letter of the independent Certified Public Accountant, if one accompanies the financial review, has been properly addressed.

Nominating (Recruitment) Committee - The Nominating Committee shall carry out its duties in accordance with the procedures specified in the bylaws under Sections 8.01 and 8.02 and shall carry out such other duties as may be required by the Board from time to time.