

**Mid Michigan Area Cable Consortium
Board of Directors Regular Meeting
November 10th, 2021 10:30 A.M.**

I. Call to order: Roll Call.

II. Approval of the Agenda

III. Approval of minutes from the September 16th, 2021 regular meeting

IV. Treasurer's Report

- a. Financial Statement: October 2021
- b. Motion to pay bills: November 2021

V. Correspondence:

- a. Complaint communications:
- b. Employee Monthly Meeting Report
- c. Directors Report November

VI. Public Comments: restricted to (3) three minutes regarding issues not on this agenda

VII. New Business:

- a. 2022 Strategic Planning
- b. 2022 Budget Discussion

VIII. Old Business:

IX. Other Business:

X. Adjourn

**Mid-Michigan Area Cable
Consortium Remote Meeting
Minutes**

September 16th, 2021

Call to order: Roll Call: The meeting was called to order by Kim Smith at 3:04 PM with Kim Smith, Tracey Connelly, Carey Hammel, Darcy Orlik and Bobbie Marr in attendance.

Approval of the Agenda:

A motion was made to approve the agenda by Darcy Orlik and supported by Tracey Connelly.

Ayes: All

Nays: None

Motion Passed

Approval of the minutes from the July 15th, 2021 board meeting:

A motion was made to approve the board meeting minutes by Bobbie Marr and supported by Tracey Connelly.

Ayes: All

Nays: None

Motion Passed

Treasurers Report: Kim Smith presented the Treasurer's report.

Motion to pay bills:

A motion was made to approve the bills presented in the packet which was August and September by Tracey Connelly and supported by Bobbie Marr.

Ayes: All

Nays: None

Motion Passed

Correspondence:

Complaint Communications:

Employee monthly meeting report: Carey Hammel presented the employee monthly meeting report.

Director Report: Carey Hammel presented the Director's report.

Public Comment: Kim Smith opened public comment – no public was present, Kim Smith closed public comment.

New Business:

a. Grant Approval – Carey Hammel presented the 2022 MCACA Grant Proposal. A motion was made to approve submission of the 2022 MCAC Grant by Bobbie Marr and supported Darcy Orlik.

Old Business: None

Other Business:

Adjourn: With no further business before the board a motion to adjourn was made by Tracey Connelly and supported by Bobbie Marr. All Ayes and the motion passed and the meeting was adjourned at 3:23pm.

**MAC TV Network
 Balance Sheet
 As of November 8, 2021**

Nov 8, 21

ASSETS

Current Assets

Checking/Savings

001 · Bank - Operating & Sweep	33,282.91
002 · Savings - MBIA	1,557.38
003 · CD Investments	
005 · Huntington (TCF Bank)	68,015.03

Total 003 · CD Investments 68,015.03

006 · Mercantile Money Market 168,346.31

Total Checking/Savings 271,201.63

Accounts Receivable

101 · Accounts receivable -26.54

Total Accounts Receivable -26.54

Other Current Assets

100 · Prepays 5,515.00

Total Other Current Assets 5,515.00

Total Current Assets 276,690.09

Fixed Assets

152 · Building Improvements 171,807.00

154 · Studio Equipment 151,602.42

156 · Furniture & Fixtures - MP 15,579.10

160 · Accum Depreciation - MP -236,009.76

Total Fixed Assets 102,978.76

TOTAL ASSETS 379,668.85

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

2000 · *Accounts Payable 1,985.00

Total Accounts Payable 1,985.00

Other Current Liabilities

219 · Payroll Tax Liabilities

220 · Federal Withholding 691.99

222 · Social Security & Medicare 1,536.60

230 · State MI Withholding 394.82

235 · Unemployment - MESA & FUTA 3.21

Total 219 · Payroll Tax Liabilities 2,626.62

257 · Accrued Wages 6,470.82

Total Other Current Liabilities 9,097.44

Total Current Liabilities 11,082.44

Total Liabilities 11,082.44

Equity

390 · Net Assets - Unrestricted 602,197.00

3900 · Retained Earnings -232,685.37

392 · Net Assets - Invested in Plant 65,466.00

Net Income -66,391.22

Total Equity 368,586.41

TOTAL LIABILITIES & EQUITY 379,668.85

MAC TV Network
Profit & Loss Budget vs. Actual
 January 1 through November 8, 2021

	Jan 1 - Nov 8, 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
453 · Franchise Fees				
453.1 · City of Mt. Pleasant	36,383.62	80,000.00	-43,616.38	45.5%
453.10 · Pine River Township	4,106.90	8,500.00	-4,393.10	48.3%
453.11 · City of Ithaca	0.00	0.00	0.00	0.0%
453.12 · Arcada Township	2,483.74	5,000.00	-2,516.26	49.7%
453.2 · City of Clare	8,909.48	18,500.00	-9,590.52	48.2%
453.3 · City of Alma	0.00	0.00	0.00	0.0%
453.4 · City of Harrison	5,929.00	12,500.00	-6,571.00	47.4%
453.5 · City of Ewart	0.00	0.00	0.00	0.0%
453.6 · Union Township	22,226.35	46,000.00	-23,773.65	48.3%
453.7 · Village of Shepherd	0.00	0.00	0.00	0.0%
453.8 · City of St. Louis	8,468.91	18,500.00	-10,031.09	45.8%
453.9 · Village of Breckenridge	0.00	0.00	0.00	0.0%
453 · Franchise Fees - Other	0.00	0.00	0.00	0.0%
Total 453 · Franchise Fees	88,508.00	189,000.00	-100,492.00	46.8%
454 · DVD Copies	0.00	100.00	-100.00	0.0%
455 · Video Production Services	11,302.50	17,000.00	-5,697.50	66.5%
456 · Interest Income	118.26	2,000.00	-1,881.74	5.9%
457 · Contributions/ Local Units	0.00	0.00	0.00	0.0%
458 · Grant	1,125.00	1,500.00	-375.00	75.0%
459 · Charter Advertising Revenue	0.00	0.00	0.00	0.0%
460 · Sale of Assets	186.94	0.00	186.94	100.0%
465 · Peg Fees (Charter)	3,765.15	8,500.00	-4,734.85	44.3%
466 · Clare in Kind Service	0.00	2,250.00	-2,250.00	0.0%
467 · Camp Income	0.00	400.00	-400.00	0.0%
497 · Other Income	300.00	0.00	300.00	100.0%
498 · Transfer from Fund Balance	0.00	0.00	0.00	0.0%
499 · Uncategorized Income	0.00	0.00	0.00	0.0%
612 · Accrued Payroll	0.00	0.00	0.00	0.0%
Total Income	105,305.85	220,750.00	-115,444.15	47.7%
Expense				
600 · Employee Payroll Expense-				
601 · Bonuses	0.00	0.00	0.00	0.0%
602 · Payroll Tax Penalty & Fees	0.00	0.00	0.00	0.0%
603 · Executive Director	40,172.00	47,476.00	-7,304.00	84.6%
604 · Operations Coordinator	0.00	0.00	0.00	0.0%
605 · Intern	2,250.00	10,000.00	-7,750.00	22.5%
606 · Payroll Tax Expense	7,958.84	14,000.00	-6,041.16	56.8%
607 · Salary Reimbursements Alma	0.00	0.00	0.00	0.0%
608 · Video Productions Assistant	21,906.99	52,000.00	-30,093.01	42.1%
609 · Public Access Assistant	0.00	0.00	0.00	0.0%
610 · Fringe Benefits Alma	0.00	0.00	0.00	0.0%
611 · Administrative Assistant	18,965.10	20,000.00	-1,034.90	94.8%
613 · Playback Operations	20,134.80	21,000.00	-865.20	95.9%
614 · Tech Engineer (equip. Repair)	0.00	0.00	0.00	0.0%
617 · Other Employee Expense	0.00	0.00	0.00	0.0%
619 · Video Productions Assistant 2	0.00	0.00	0.00	0.0%
600 · Employee Payroll Expense- - Other	0.00	0.00	0.00	0.0%
Total 600 · Employee Payroll Expense-	111,387.73	164,476.00	-53,088.27	67.7%
66900 · Reconciliation Discrepancies	0.00	0.00	0.00	0.0%
680 · credits/returns	0.00	0.00	0.00	0.0%
710 · Accounting Services				
710.1 · Annual Audit	3,720.00	4,000.00	-280.00	93.0%
710.2 · Charter Audit	0.00	0.00	0.00	0.0%
710.3 · Bookkeeping Services	1,400.00	2,525.00	-1,125.00	55.4%
710 · Accounting Services - Other	0.00	0.00	0.00	0.0%
Total 710 · Accounting Services	5,120.00	6,525.00	-1,405.00	78.5%

MAC TV Network
Profit & Loss Budget vs. Actual
 January 1 through November 8, 2021

	Jan 1 - Nov 8, 21	Budget	\$ Over Budget	% of Budget
711 · communications (phone) Gratiot	0.00	0.00	0.00	0.0%
712 · Office/Bldg. supplies- Gratiot	0.00	0.00	0.00	0.0%
713 · Printing/ Publications Gratiot	0.00	0.00	0.00	0.0%
714 · Donations	0.00	0.00	0.00	0.0%
715 · Training	0.00	300.00	-300.00	0.0%
716 · Mileage Reimbursement	813.39	1,500.00	-686.61	54.2%
718 · Memberships & Publications	150.00	800.00	-650.00	18.8%
724 · Rent - St Louis	0.00	0.00	0.00	0.0%
725 · Rent - Gratiot	5,335.00	5,820.00	-485.00	91.7%
726 · Rent - MP	16,500.00	18,000.00	-1,500.00	91.7%
727 · Office Supplies	1,299.96	1,500.00	-200.04	86.7%
728 · Rent - Clare	0.00	2,250.00	-2,250.00	0.0%
730 · Print/Publish	0.00	100.00	-100.00	0.0%
731 · Advertising	682.00	1,500.00	-818.00	45.5%
732 · Tape supplies	0.00	0.00	0.00	0.0%
733 · Computer Software	4,128.17	4,200.00	-71.83	98.3%
744 · Postage	165.00	300.00	-135.00	55.0%
746 · Tools/Equipment	0.00	0.00	0.00	0.0%
750 · Conference Expense	0.00	0.00	0.00	0.0%
779 · equipment/parts Gratiot	0.00	0.00	0.00	0.0%
780 · Equipment / Parts (<\$500)	0.00	600.00	-600.00	0.0%
781 · Contract Services				
781.1 · Computer Support	0.00	2,700.00	-2,700.00	0.0%
781.2 · Technical Support	0.00	0.00	0.00	0.0%
781.3 · Executive Director/Contractual	0.00	0.00	0.00	0.0%
781 · Contract Services - Other	0.00	0.00	0.00	0.0%
Total 781 · Contract Services	0.00	2,700.00	-2,700.00	0.0%
782 · Production Expense	0.00	300.00	-300.00	0.0%
783 · Professional Development	0.00	300.00	-300.00	0.0%
784 · Uniform Expense	0.00	300.00	-300.00	0.0%
785 · Computer R& R Account	270.00	1,000.00	-730.00	27.0%
786 · Equipment R&R	73.11	200.00	-126.89	36.6%
787 · Maintenance Supplies	0.00	100.00	-100.00	0.0%
788 · Building Repair & Maintenance	385.39	1,000.00	-614.61	38.5%
789 · Small Hand Tools	0.00	0.00	0.00	0.0%
790 · Cleaning	0.00	0.00	0.00	0.0%
802 · Legal Fees	1,500.00	500.00	1,000.00	300.0%
803 · Fees	0.00	0.00	0.00	0.0%
804 · Studio Cable (Mt. P & Alma)	7,407.70	9,200.00	-1,792.30	80.5%
805 · Mt. P City Hall Reimbursable	0.00	0.00	0.00	0.0%
806 · City of Alma - Reimbursable	0.00	0.00	0.00	0.0%
807 · City of Clare - Reimbursable	0.00	0.00	0.00	0.0%
923 · Fiber Contract(Charter)	7,123.68	9,400.00	-2,276.32	75.8%
923D0 · Fiber Contract Gratiot \$122/ mo	0.00	0.00	0.00	0.0%
925 · Internet Access	1,124.98	1,800.00	-675.02	62.5%
926 · Telephone	0.00	0.00	0.00	0.0%
927 · Water/Sewer Charges	270.68	400.00	-129.32	67.7%
928 · Gas	1,091.15	1,800.00	-708.85	60.6%
929 · Electric	5,411.62	6,200.00	-788.38	87.3%
930 · Electric & Gas Gratiot	704.51	1,000.00	-295.49	70.5%
931 · Water/Sewer Alma	0.00	0.00	0.00	0.0%
941 · Rental Charges	0.00	0.00	0.00	0.0%
944 · Capital Improvement/Outlay	0.00	0.00	0.00	0.0%
945 · Major Equipment Purchases	0.00	0.00	0.00	0.0%
950 · Insurance	753.00	5,000.00	-4,247.00	15.1%
970 · Capital Outlay	0.00	0.00	0.00	0.0%
999 · Uncategorized Expenses	0.00	0.00	0.00	0.0%
Total Expense	171,697.07	249,071.00	-77,373.93	68.9%
Net Ordinary Income	-66,391.22	-28,321.00	-38,070.22	234.4%

1:02 PM

11/08/21

Accrual Basis

MAC TV Network
Profit & Loss Budget vs. Actual
January 1 through November 8, 2021

	Jan 1 - Nov 8, 21	Budget	\$ Over Budget	% of Budget
Other Income/Expense				
Other Expense				
Interest Expenses	0.00	0.00	0.00	0.0%
1000 · Depreciation - MP	0.00	0.00	0.00	0.0%
1001 · Depreciation - Alma	0.00	0.00	0.00	0.0%
Total Other Expense	0.00	0.00	0.00	0.0%
Net Other Income	0.00	0.00	0.00	0.0%
Net Income	<u>-66,391.22</u>	<u>-28,321.00</u>	<u>-38,070.22</u>	<u>234.4%</u>

MAC TV Network
Payroll Summary
 October 1 through November 8, 2021

	Hours	Rate	Oct 1 - Nov 8, 21
Employee Wages, Taxes and Adjustments			
Gross Pay			
Salary - Exec Dir			3,652.00
Hourly - Video Production 1	245.25	20.00	2,945.25
Hourly -Asmin. Assist	106.5	16.42	1,748.73
Playback Operations	104	16.32	1,697.28
Total Gross Pay	455.75		10,043.26
Adjusted Gross Pay	455.75		10,043.26
Taxes Withheld			
Federal Withholding			-692.00
Medicare Employee			-145.62
Social Security Employee			-622.68
MI - Withholding			-394.82
Medicare Employee Addl Tax			0.00
Total Taxes Withheld			-1,855.12
Additions to Net Pay			
Mileage Reimbursement			92.80
Reimbursement - Other			65.00
Total Additions to Net Pay			157.80
Net Pay	455.75		8,345.94
Employer Taxes and Contributions			
Federal Unemployment			4.14
Medicare Company			145.62
Social Security Company			622.68
MI - Unemployment Company			1.18
MI - Obligation Assessment			0.00
Total Employer Taxes and Contributions			773.62

Mid Michigan Area Cable Consortium Payment Log - November 2021

* Paid as were due

Vendor	Amount	Note
Charter Communications	\$216.29	MP Cable/Phone/Internet
CMSInter.net LLC	\$18.95	Web Hosting
Consumers Energy	\$536.83	MP Electric
DTE Energy	\$34.22	MP Gas
Charter Communications	\$419.88	Control Account
Charter Communications	\$397.10	Fiber Charter End
Charter Communications	\$397.10	Fiber MAC TV End
IRS	\$2,830.18	Federal 941 Payment
Michigan UIA	\$2.00	Michigan UIA
State of Michigan	\$1,189.57	Michigan Withholding
Charter Communications	\$207.82	SL Cable/Phone/Internet
City of Mt. Pleasant	\$27.33	MP Water/Sewer
City of St. Louis	\$48.37	SL Electric
Mid Michigan Security	\$270.00	Security Services
Ralph Echtenaw	\$28.00	SL Window Cleaning
IRS	\$2,119.32	Federal 941 Payment
Charter Communications	\$216.29	MP Cable/Phone/Internet
City of St. Louis	\$4.57	SL Electric
CMSInter.net LLC	\$18.95	Web Hosting
Consumers Energy	\$15.00	SL Gas
DTE Energy	\$38.54	MP Gas
Gratiot Area Chamber of Commerce	\$150.00	Membership
Charter Communications	\$419.88	Control Account
Consumers Energy	\$354.29	MP Electric
Nannans Properties	\$485.00	SL Rent
REDIRON	\$1,500.00	MP Rent
Total:	\$11,945.48	

Credit Card - October Bill		Note
Staples	\$50.77	Office Supplies
Credit Card Total:	\$50.77	

Total: \$11,996.25

MAC TV Network Employee Monthly Meeting

Tuesday October 23, 2021

Fall is officially here, and with that so is volleyball, football and homecoming for our local schools. Diamond, Nick and the co-ops have been very busy covering all the games, court appointments and parades. Carey is also busy with our youth group in the St Louis studio. Please take a look at all of the activities! Say well!!

Sports Games of the Week St Louis Vs Nouvell October 8th

<https://mactvnetwork.viebit.com/player.php?hash=KVS00eCWMUSc> Mt. Pleasant vs Bay City

Central <https://mactvnetwork.viebit.com/player.php?hash=PvxIXzIDmNvA> Mt Pleasant vs

Midland Volleyball. <https://mactvnetwork.viebit.com/player.php?hash=7AS64ld28Kki> Clare vs

Pinconning Homecoming Football Game <https://mactvnetwork.viebit.com/player.php?hash=WUMT9FykWkrq>

Mt Pleasant vs Carman Football

<https://mactvnetwork.viebit.com/player.php?hash=xSex56YJi1BY> Mt Pleasant vs Arthur Hill

Volleyball <https://mactvnetwork.viebit.com/player.php?hash=WKUHqITJH2pA> Mt Pleasant Vs

West Ottawa Football <https://mactvnetwork.viebit.com/player.php?hash=cbnZNYD0y86> Mt

Pleasant vs Saginaw United Football <https://mactvnetwork.viebit.com/player.php?hash=vorwFVX8jt0R>

The Bell Season 5 Episode 1 In this episode we explore the Mt Pleasant Spirit week festivities. <https://mactvnetwork.viebit.com/player.php?hash=KNcKrDmEHHU3>

St Louis High School Group- St Louis Homecoming updates.

<https://mactvnetwork.viebit.com/player.php?hash=GI1dfc9ZFetG>

Take a look at some of the other events we have recently covered: We went to the Mt Pleasant VFW for their first Veteran's Fair.

<https://mactvnetwork.viebit.com/player.php?hash=mM75tEOVkp2F> The interns did a recap for

the Mt Pleasant Homecoming week <https://mactvnetwork.viebit.com/player.php?hash=JdUYhwGXH449>

and the parade. <https://mactvnetwork.viebit.com/player.php?hash=1345D026E9W6>

Clare Homecoming Court <https://mactvnetwork.viebit.com/player.php?hash=GI1dfc9ZFetG>

League of Women's Voters Forum for Mt Pleasant City

Commissioner Candidates <https://mactvnetwork.viebit.com/player.php?hash=UAGlAvC17FnS>

Information on Mt Pleasant Christmas Outreach <https://vimeo.com/637984296> St

St Louis North Mill Street Block Party <https://vimeo.com/637619253> Mt Pleasant

Friends of Broadway "Little Shop of Horrors" production.

<https://vimeo.com/635416059> City of MT Pleasant Island Park

<https://vimeo.com/625665275>

When I receive the third quarter franchises, I will mail invoices to the communities who require them.

Get your vaccine as soon as you can!! Be safe, Be Well!!!

Let us know if you have an event, you want covered in your communities! Also please keep up with us on Facebook, twitter and our web page for some of our newest episodes!

Respectively submitted,

Dusty Gillis

Dusty@mactvnetwork.org

Cell (989)-621-1787

Senior Administrative Assistant

November Director's Report (Submitted 11/08/21)

Fall has seen us being busy with a number of different projects.

Co-Ops

Co-Ops Brennan and Jack have been working hard on several different things. While schools have still proven to be a challenge to find regular content they have done several features on some Tech Center Programs and other events at MPHS. They have also helped us edit and shoot several programs and wrote and directed this years MAC TV Monster Movie with the help of Diamond and staff.

Current Projects

I've been meeting 1-2 days a week with a student group from St. Louis and they have produced 4 episodes of shows about St. Louis school events and happenings.

Nick and I have visited Clare twice to help their Video Production class with some productions. A few of those students have helped with some sports shoots.

Nick and I have trained and worked with a group from CMU who filming and streaming CMU's Club Hockey team. They have had 2 games so far and things seem to be going good.

We have been trying to cover any events that we know about as more and more events start happening somewhat normally. We will be filming Mid Basketball this Winter and covering our schools sports as well.

Communities

Mt. Pleasant is still virtual and we have been assisting with their Zooms. I have helped them conduct tests with their new equipment and we are ready for when they eventually go back in person.

Union Township has been conducting Trustees meeting in person while their other meetings have remained Virtual.

Industry/ACM News

I have forwarded you all news from Mike Watza and our appeal now is scheduled to be seen by the Supreme Court.

Carey Hammel
Operations and Administration Director

Mid Michigan Area Cable Consortium
Recap of 2020 Goals which were set prior to Covid-19

Goal #1	Continue Marketing Efforts	Status	Notes
Continue Social Media usage			
	Maintain Facebook & Twitter levels	Ongoing	Social media posts have been consistent in 2020 & 2021 as they were in past years. The addition more frequent use of Facebook Lives did bring in added viewers to some shows/events.
	Open to new methods of Social Media use	Ongoing	
Strengthen In Kind Service			
	Secure marking and promotions based on providing In Kinds service to organizations & events. Look into hosting additional events	Ongoing	In Kind services is an method that we will continue to utilize. We had several relationships where we provided extra services or coverage in exchange for advertising.
Goal #2	Regain Financial Stability	Timeline	Responsibility
Member Communities			
	Research possibilities for new communities	On Hold	Due to Covid-19 most steps we were going to take for these goals have been put on hold. Some things that we have done for our current communities because of Covid-19 may bring attention to the quality services that we do offer.
	Attempt to have old members return	On Hold	
For Fee Services			
	Begin marketing for these services	Ongoing	MAC TV has marketed that we offer services for fee. The amount of for fee services or equipment rental has increased. Mid Michigan College, the CVB, the MHSAA and other organizations have taken advantaged of these services.
Utilize more Interns			
	Increase the amount of interns to provide support for the staff and to create productions, look into other schools	Ongoing	Intentions were to utilize more interns in 2020. Initial Spring applicants were low but we had several apply for the Summer 2020. Due to Covid-19 we did not have any Summer interns and had 1 in the Fall and Spring. Had zero applicants for Fall 2021.

Grants

Look into additional Grant Options including Community Foundations and Grant Writing firms	Ongoing	While we did apply for the MCACA Grant finding a Grant Writing firm was put on hold during Covid-19. We did also look into any Covid-19 funds but have yet to find one that fits our needs.
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Goal #3 Increase Volunteers Timeline Responsibility

Add 2 New Groups to provide volunteers

Look into NHS, fraternity, Michigan Works, Court mandated programs	Ongoing	In school year 20-21 we had several volunteers for filming sports. Fall of 21 we have new groups at Clare HS & St. Louis HS, as well as a CMU group filming Club Hockey.
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Goal #4 MAC TV "Value" Campaign Timeline Responsibility

Create campaign showing the value of MAC TV to it's member communities

Use promos from campaign to promote MAC TV and present annually to member communities	Ongoing	Planning and production was underway early in 2020, then put on hold since Covid-19. Resuming production with planned Spring 2022 timeline.
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Changes Due to Covid-19 Timeline Responsibility

Areas that were not anticipated as 2020 goals but became important due to the Covid-19 Pandemic

Community Event & Re-Opening Coverage	Complete	A good portion of the late 2020 was spent creating videos for events and municipal locations that were Re-Opening with new safety guidelines. This type of coverage has continued into 2021.
Assistance with virtual municipal meetings	Complete & Ongoing	Helped Union Township & Mt. Pleasant plan and conduct their meetings over Zoom.
Conduct Virtual Forums	Complete	Helped the League of Women Voters hold their normal candidate forums over Zoom.
Film & Produce Virtual Art Gallery Tours	Complete	Filed multiple galleries so that the art displays were available even when Art Reach was closed and residents were on lock down.
Create equipment setups and training for Volunteers to Live Stream events	Complete	Due to lack of spectators at High School sports in 2020-21 not only have we been busy covering lots of games there have been volunteers who have live streamed games as well using our equipment and training.
Filmed all member community schools Graduation Ceremonies	Complete	Partnered with Clare, Harrison, Mt. Pleasant, Sacred Heart and St. Louis to film their graduation and Senior events. Live streamed these where available and desired. In both 2020 and 2021.

Mid Michigan Area Cable Consortium 2022 Goals Rough Draft

Blue is comments by Carey.

Goal #1	Continue Marketing Efforts	Timeline	Responsibility
Continue Social Media usage			
	Maintain Facebook & Twitter levels	Ongoing	Carey Hammel
	Open to new methods of Social Media like Instagram	July 2022	Carey Hammel
Carey Recommends removing all of Goal #1 as all of this is basically common practice things that we do regularly now anyway.			
Strengthen In Kind Service			
	Secure marketing and promotions based on providing In Kinds service to organizations & events. Look into hosting additional events	Ongoing	Carey Hammel

Goal #2	Maintain Financial Stability	Timeline	Responsibility
Member Communities			
	Research possibilities for new communities		Carey Hammel / Staff / Board
	Attempt to have old members return		Carey Hammel / Staff / Board
Carey recommends tweaking Goal #2 to focus on interns & grants. We can focus on communities if the time is ever better. For Fee services is off & running and been helpful.			
For Fee Services			
	Begin marketing for these services		Carey Hammel
Utilize more Interns			
	Increase the amount of interns to provide support for the staff and to create productions, look into other schools		Carey Hammel
Grants			
	Look into additional Grant Options including Community Foundations and Grant Writing firms		Carey Hammel

Goal #3	Increase Volunteers	Timeline	Responsibility
Develop system to increase awareness & need of volunteers to local Non-Profits			
	Let all organizations who could benefit from our services know what is offered and that can train volunteers to help with productions.	July 2022	Carey Hammel

Goal #4	MAC TV "Value" Campaign	Timeline	Responsibility
Create campaign showing the value of MAC TV to it's member communities			
	Use promos from campaign to promote MAC TV and present annually to member communities	July 2022	Carey Hammel

Any other thoughts anyone else has?

Mid Michigan Area Cable Consortium

2022 Budget Proposal Draft

		2020 Approved	2020	2021 Approved	2021 Actual	2021 Year End	2022
		Budget	Actual	Budget	As of Nov 8	Estimate	Draft Budget
453	Franchise Fees						
453.1	City of Mt Pleasant	88,000.00	80,168.62	80,000.00	36,383.62	72,767.24	72,000.00
453.10	Pine River Township	8,500.00	9,099.66	8,500.00	4,106.90	8,213.80	8,200.00
453.11	City of Ithaca					-	
453.12	Arcada Township	5,000.00	5,428.27	5,000.00	2,483.74	4,967.48	4,900.00
453.2	City of Clare	18,500.00	18,905.33	18,500.00	8,909.48	17,818.96	17,500.00
453.3	City of Alma					-	
453.4	City of Harrison	12,500.00	12,837.85	12,500.00	5,929.00	11,858.00	11,800.00
453.6	Union Township	53,500.00	46,204.00	46,000.00	22,226.35	44,452.70	44,000.00
453.7	Village of Shepherd					-	
453.8	City of St Louis	18,500.00	18,666.92	18,500.00	8,468.91	16,937.82	16,500.00
453.9							
453	Franchise Fees Other						
	Total Franchise Fees	204,500.00	191,310.65	189,000.00	88,508.00	177,016.00	174,900.00
454	DVD Copies	100.00	135.00	100.00	-	30.00	-
455	Video Production Services	15,000.00	12,993.29	17,000.00	11,302.50	17,000.00	18,000.00
456	Interest Income	1,800.00	2,930.10	2,000.00	118.26	2,000.00	2,000.00
New	Grant	1,000.00	1,480.00	1,500.00	1,125.00	1,125.00	1,100.00
457	Contributions Local Units						
459	Charter Advertising Revenue	-	-	-	-	-	-
460	Sale of Assets	-	-	-	-	-	-
465	Charter Grant (Peg Support)	9,500.00	8,136.09	8,500.00	3,765.15	7,530.30	7,000.00
466	Clare - In Kind Service	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00
	Camp Income	400.00	-	400.00	-	-	400.00
497	Other Income	-	-	-	-	-	-
498	Transfer from Fund Balance	-	-	-	-	-	-
499	Uncategorized Income	-	-	-	-	-	-
	Total Income and Fees	234,550.00	219,235.13	220,750.00	107,068.91	206,951.30	205,650.00
600	Employee Payroll Expense						
601	Bonuses	-	-	-	-	-	-
603	Administrative and Operations Director	47,476.00	47,476.00	47,476.00	40,172.00	47,476.00	47,476.00
604	Operations Coordinator	-	-	-	-	-	-
605	Intern	13,000.00	16,500.00	10,000.00	2,250.00	2,250.00	5,000.00
606	Payroll Tax Expense	-	-	-	-	-	-
606.5	Payroll Tax Penalty and Fees	-	-	-	-	-	-
606	Payroll Tax Expense - Other	17,600.00	10,725.48	14,000.00	7,958.00	9,404.91	11,000.00
607	Salary Reimbursements Alma	-	-	-	-	-	-
608	Video Productions Assistant	52,000.00	44,003.85	52,000.00	21,906.99	25,890.08	40,000.00
609	Pubic Access Assistant	-	-	-	-	-	-
610	Fringe Benefits - Alma	-	-	-	-	-	-
611	Administrative Assistant	19,000.00	21,746.70	20,000.00	18,965.10	22,413.30	23,000.00
613	Playback Operations	18,500.00	23,759.83	21,000.00	20,134.80	23,795.67	23,500.00
614	Tech Engineer (Equip. Repair)	-	-	-	-	-	-
617	Other Employee Expense	-	-	-	-	-	-
618	Net Admin - Network	-	-	-	-	-	-
619	Video Productions Assistant 2	-	-	-	-	-	-
600	Employee Payroll Expense - Other	-	-	-	-	-	-
680	Credits/Returns	-	-	-	-	-	-
710	Accounting Services						
710.1	Annual Audit	3,800.00	3,900.00	4,000.00	3,720.00	3,720.00	4,000.00
710.2	Charter Audit	-	-	-	-	-	-
710	Accounting Services - Other	2,400.00	2,525.00	2,525.00	1,400.00	2,400.00	2,525.00
711	Communications (phone) Gratiot	-	-	-	-	-	-
712	Office/Bldg. supplies - Gratiot	-	-	-	-	-	-
713	Printing/Publications - Gratiot	-	-	-	-	-	-
714	Donations	-	-	-	-	-	-
715	Training	500.00	-	300.00	-	-	200.00
716	Mileage Reimbursement	2,500.00	869.63	1,500.00	813.39	1,300.00	1,300.00
718	Memberships & Publications	800.00	1,050.00	800.00	150.00	800.00	800.00
725	Rent - Gratiot	5,400.00	5,820.00	5,820.00	5,335.00	5,820.00	5,820.00
726	Rent - Mt. Pleasant	25,200.00	22,918.86	18,000.00	16,500.00	18,000.00	18,000.00
727	Office Supplies	1,500.00	1,077.67	1,500.00	1,299.96	1,500.00	1,500.00
728	Rent - Clare	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00
730	Print/Publish	200.00	-	100.00	-	-	50.00
731	Advertising	2,000.00	765.00	1,500.00	682.00	900.00	1,000.00
732	Tape Supplies	-	-	-	-	-	-
733	Computer Software	4,200.00	4,054.09	4,200.00	4,128.17	4,107.37	4,200.00
744	Postage	400.00	236.50	300.00	165.00	210.00	300.00
746	Tool/Equipment	-	-	-	-	-	-
750	Conference Expense	-	-	-	-	-	-
779	Equipment/Parts - Gratiot	-	-	-	-	-	-
780	Equipment/Parts (<\$500)	1,000.00	849.44	600.00	-	200.00	500.00

Mid Michigan Area Cable Consortium

2022 Budget Proposal Draft

	2020 Approved	2020	2021 Approved	2021 Actual	2021 Year End	2022
	Budget	Actual	Budget	As of Nov 8	Estimate	Draft Budget
781 Contract Services	-		-			-
781.1 computer Support	2,700.00	2,658.17	2,700.00	-	-	2,500.00
781.2 Technical Support	-		-			-
781.3 Executive Director/Contractual	-		-			-
781 Contract Services - Other	-		-			-
782 Production Expense	400.00	-	300.00	-	100.00	100.00
783 Professional Development	400.00	-	300.00	-	200.00	100.00
784 Uniforms/Logo Clothing	400.00	103.74	300.00	103.74	200.00	150.00
785 Computer R & R Account	1,000.00	862.58	1,000.00	270.00	500.00	1,000.00
786 Equipment R & R	400.00	119.56	200.00	73.11	100.00	200.00
787 Maintenance Supplies	100.00	74.19	100.00	-	100.00	100.00
788 Building Repair and Maintenance	1,000.00	1,163.34	1,000.00	385.39	600.00	1,000.00
789 Small Hand Tools	-		-			-
790 Cleaning	-		-			-
802 Legal Fees	800.00	-	500.00	.	.	-
803 Fees	-		-			-
804 Studio Cable (Mt. Pleasant and Alma)	8,400.00	8,146.28	9,200.00	7,407.70	8,754.55	9,000.00
805 Mt. Pleasant City Hall Reimbursement (Cable)						
806 City of Alma Reimbursable						
807 City of Clare Reimbursable						
923 Fiber Contract Gratiot (\$122/Month)	9,400.00	9,438.31	9,400.00	7,128.68	9,347.52	9,400.00
924 Cable	-		-			-
925 Internet Access	1,500.00	1,586.44	1,800.00	1,124.98	1,329.52	1,500.00
926 Telephone						
927 Water/Sewer Charges	400.00	359.41	400.00	270.68	319.89	400.00
928 Gas	2,500.00	1,380.64	1,800.00	1,091.15	1,289.54	1,500.00
929 Electric	6,000.00	6,324.54	6,200.00	5,411.62	6,395.55	6,400.00
930 Electric and Gas Gratiot	1,100.00	901.21	1,000.00	704.51	832.60	1,000.00
931 Water/Sewer Alma					-	
941 Rental Charges	-		-			-
944 Capital Improvement	-		-		-	-
945 Major Equipment Purchase	-		-			-
950 Insurance	5,500.00	2,826.00	5,000.00	753.00	3,000.00	5,000.00
970 Capital Outlay	-		-			-
999 Uncategorized Expense						
Total Expense	<u>261,726.00</u>	<u>246,472.46</u>	<u>249,071.00</u>	<u>172,554.97</u>	<u>205,506.52</u>	<u>231,771.00</u>
Net Ordinary Income	(27,176.00)	(27,237.33)	(28,321.00)	(65,486.06)	1,444.78	(26,121.00)