

Meeting of Wednesday, July 16, 2004, 8:00 a.m.

Purpose: Preparation to meet with Mayor on July 23, 2004

Location: Meeting held at MCTV facilities, So. Porter Street

Present for MCAM: Joseph Lehr, Jason Cote, MCTV Operations Mgr.; John St. Hilaire, June Craig, Carol Williams, Lorraine Lamontagne and Jean Jeudy

Following prior events we need to present to the Mayor at the July 23rd meeting a Business Plan. John St. Hilaire has been working on a business plan form that is available from the Word program.

Those present each received a copy of the entire business plan model along with the sections that had already been completed by John. John thanked Joe for his assistance in providing information needed.

John hoped that the MCAM Board members would each accept a portion of the remaining portions of the business plan and compose answers. He said he wanted to receive the results of our efforts by Tuesday, July 20th so he could review them and then piece the completed sections together.

It was noted that the approach we would take in our opening presentation to the business plan was to ask the Board of Mayor and Aldermen to grant MCAM 1 cent of the 5 cents on the dollar received by the City of Manchester from the Comcast Franchise Fee. The original franchise contract with the City of Manchester in 1991 was 1 cent on the dollar of gross Comcast receipts going directly to MCTV. Joe Lahr said he did not have the 1991 contract. Joe gave John a copy of the October 2000 contract

Upon reviewing the multiple business plan form the work was assigned to Board members by the page number.

Page 1

Page 2 John (Note – Funds from 1% on a dollar will fund MCAM at the level it is today
But MCAM will definitely expand and use marketing and sales to fund
higher levels in facilities and services

Page 3 John

Page 4 Joe

Page 5 Joe

Page 6 (can't do?) re Portland Maine Executive Summary

Page 7 Joe (delete last three items on page 7)

Page 8 Carol Williams & Jean Jeudy Marketing and Sales (see page 2)

Page 9 June “Management Team”

Page 10 Chris Proulx - “Budget” Electricity needs to be added .

Page 11 See John's page 2 & 3

Page 12

The meeting with the Mayor is scheduled for July 23rd at 9:00 a.m. and is scheduled to last approximately 40 minutes. We will be allowed to assemble in the meeting room on the third floor of City Hall beginning at 8:00 a.m. prior to the meeting with the Mayor.

John will send a copy of the Business Plan to all Board Members via e-mail.

John wants to emphasize that MCAM is not a start up company.

We will put forth that if we are funded at 1 cent on the dollar of the gross receipts of Comcast through an amendment with the City of Manchester's contract with Comcast which runs to the year 2015, the Board of Mayor and Aldermen will never see us again looking for money. We are confident as an independent non-profit operation governed by a Board of Directors that new programs and services which will be implemented and new marketing and sales strategies which will be utilized will fund the expenses of running the expanded operations.

June Craig, Secretary
MCAM Board of Directors

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