

Media Factory Board Meeting

July 8, 2024 at 5:30 pm

In attendance: Shelagh Shapiro, Ted LeBlanc, Jane Teeling Chou, Deb Ellis, Jason Raymond, Jess Wilson, Seth Mobley, Keith Oppenheim, Eric Agnero, and Colleen Goodhue; Dean Zoomed in.

1. Keith called the meeting to order at 5:37 p.m.
2. Public Comment - none
3. Approve Minutes: June 17, 2024
 - a. Colleen moved to approve the minutes with changes to her name spelling. Ted seconded.
4. Financial Report
 - a. Deb Ellis is on board as new treasurer. She mentioned having big shoes to fill (Chris). She spoke about her vision for helping the board understand the financial reports: what decisions are being made around the money, and divining questions to ask about how the MF is spending its money. She will report more fully on the finances next month, but will let Seth and Jess elaborate on the details this time as she is new to these reports and didn't have a lot of time with them this week.
 - b. Jason asked that any specifics to be discussed in the meetings be highlighted in the reports to make it easier for the board to follow along.

c. Budget vs Actual

- i. Discussion of Burlington Telecom Op Income and Cap Income, and why those are at 0. Seth: We receive very few payments through the year from BT and Comcast, so this presentation might need to be filled out by supplementary reports. Ted also suggested other ways to report on budgeted numbers by date.
- ii. Deb pointed to Grants Income as well. Seth spoke about how QuickBooks reports, and how that would differ than this presentation.
- iii. Production Income looks good. Jess: represents billing through the end of graduation season. Some other projects not billed yet, so additional income still coming for work done. We've also booked some nice work through the rest of the summer and into the fall.
- iv. Insurance variation due to an employee who changed their coverage after having initially turned it down.
- v. Deb: what is cash in lieu? (Seth: Cash - taxable income - in lieu of insurance. Jess: And you have to prove you have other insurance.)
- vi. Much of the rest of the discussion centered around how % of Budget varies given timing of billing. (i.e. Facilities Fees)
- vii. Leasehold improvements (capital projects for facility on the whole as opposed to hardware improvements). Rooftop generator and private meeting space: two of these budgeted items.
- viii. Salary at 0 so far. Seth: we receive 1) operating and 2) capital expenses from the cable providers. With the capital

funding there are restrictions: you can't spend it on operating costs. There are ways to record capital work as staff does that work to support equipment, repairs, etc, which changes how this line is reported but all reports accurately by the end of the year.

- ix. Colleen echoed what had been suggested about seeing reports differently that, for example, compares previous year to present year.
- x. Shelagh moved to approve the financial statements; Eric seconded. Financial statements unanimously approved.

5. Strategic Planning Next Steps

- a. Jess: EC met last week. Discussion involved asking Steffi, the consultant, to join the EC meeting in September to talk about the scope of this upcoming next planning project.
- b. Keith: Reviewed Committee assignments (Marketing - Art, Deb and Jason; Programming - Shelagh, Dean, and Katie from the MF; Equity and Inclusion - Keith, Jane, Colleen and Eric). Keith: our work needs strategic planning in order to go ahead. Or we can perhaps meet to decide what we want to discuss with Steffi when she joins us for planning conversations. What do the committees need to know from the strategic plan?
 - i. Eric (E&I) would say they need a clear idea about what we need for our business. What E&I means and how it applies. Representation...other subjects?
 - ii. Marketing - Deb and Jason talked about needing to know what our charge is. What the marketing committee could do. Jason: untangling marketing and branding and understanding how to

interpret what services are being provided, what opportunities exist for creating new markets for the MF (and how this affects inclusion, for example). Lower cable revenue might present the opportunity to rebrand a bit to present us differently to the public. Profit centers, but also - How can messaging be broadened to be more inclusive to people who aren't currently using the services.

- iii. Eric: Strategic planning can help us design committee visions/missions, setting goals (such as inclusive content creation). Eric has put together possible wording for inclusion vision/mission, goals. Ketih asked about diversity training, something Seth and Jess confirmed has happened in the past and perhaps can be looked at again for the future. Integrating this into a larger plan might be part of a strategic plan, but would of course need to be directly tied to the budget for the next year. It can be quite expensive, but the board can look at these details and make suggestions about whether or not to budget for this in '25, '26, '27 or whatever length of plan we undertake.
- iv. Shelagh: in the past programming has talked about doing more than simply approving or asking for more info from applicants, and the oversight of programmer conduct, which luckily comes up pretty infrequently. Programming Committee looks forward to meeting with MF to discuss opportunities to help with other, possibly administrative, tasks. Re: strategic plan, though? Jess: as Jason mentioned last time, this could concern online policy. Eric: this reminds him of a conversation with Mark Hughes of

the Racial Justice Alliance, and putting together television/radio content.

- v. Jason: is it meaningful to look through the lens of inclusion from the perspective of the public access flavor of programming vs. the educational approach to content, which tends to be more curated. Potential producers to create content vs. collaboration to create content that fills in possible gaps in the existing level of representation. Looking at what's not represented and initiating content that will spur more people to be interested in filling those gaps / being a part of the place.
- vi. Seth: One policy project that the MF could use help with that we can discuss at the PC meeting on 7/19 involves requests for radio show reruns. Live programming that might be rerun on the radio side.
- vii. Conversation about committees feeding off each others' work. Dean: Strategic Plan might ask where are the needs greatest and is the existing committee structure the best way to meet those needs?

6. Fall Meeting Schedule : 3rd Monday of the month from 6:45-8 pm okay in the fall starting in September (9/16). Any objections? (No.)

7. Media Factory Taco Night - Monday, August 19 at 5:30pm (Oakledge Park)

- a. Families and partners are welcome. MF will provide soft and hard drinks.

Deb moved to adjourn. Jane seconded. Meeting adjourned at 6:44 p.m.