

## **Media Factory Board Meeting**

**January 16, 2023 at 6 pm**

**In attendance:** Seth Mobley, Chris Dissinger, Jess Wilson, Shelagh Shapiro, Jason Raymond, Dean Pierce, Keith Oppenheim, Melo Grant (Remote), Deb Ellis (Remote). Ken French attended to observe (employee/member of the public).

**Meeting called to order at 6:04 p.m.**

**1. Public Comment -**

- a. Ken said hi. He wants to be a fly on the wall.

**2. Approve Minutes from 11/21/22**

- a. Dean moved to approve.
- b. Melo seconded.

**3. Keith reviewed what we'll be doing tonight (and mentioned the great party at the bowling alley).**

**4. Treasurer's Report and Review of Financial Statements**

- a. Chris
  - i. Comcast - we won't know final '22 numbers for a while.
  - ii. Production/program have performed very well. He applauds all the hard work that went into the great figures last year.
- b. Seth
  - i. Not all of donation income is in there yet. Met goals. Raised \$200-300 less than last year, but had new donors.
  - ii. Interest income return based on investment coming in.
  - iii. Art asked about the Comcast : BT differential. Seth spoke to this. Comcast's reach and other things. Subscriber information

is proprietary info. 40,000 cable subscribers used to be the Burlington #. That's back when BT was just coming in. Not sure of the number now.

- iv. Jess: these are preliminary numbers. Year by year, Comcast has been declining a bit. They do use the number from year X to budget for year X+1. Hard to predict otherwise. Election years, Olympic years (maybe World Cup) tend to be very good for cable.
- v. Discussion continued a little longer.
- c. Jess: Some outstanding fee-for-service income still to be finalized, too.
- d. Chris: Expenses
  - i. Bonus shows up in 5135
  - ii. Payroll budget was pretty on target.
  - iii. Personal fringe: some higher things there. Conferences, for example. Nothing big.
  - iv. Program and professional fees look good.
  - v. Repairs & Maintenance numbers - some higher, some lower than budgeted, but total comes in around 27K under. Seth commented maybe 28K by the end.
  - vi. No budget to compare to PnL this month, but next month that will be more complete and easier to understand.
- e. Katherine moved to approve financials; Shelagh seconded.

## **5. Review and Discuss 2023 Capital Budget**

- a. Procedure for planning capital budget:

- i. Departments' brainstorming about what they'd like to see in the budget. Priorities added. Discussion. Finalized as 2023 Capital Budget Plan, with the "winning" categories.
- ii. Starting budget = \$302,000. A lot of thought and time goes into this.
- iii. Seth: some notes on departments
  1. Ken in Municipal Services gave impromptu presentation of dept budget items: mainly another installation, going into South Burlington if this gets approved; 5-10K investment camera, computer peripherals.
    - a. Jess: much easier to train, test, maintain new personnel given consistency of setups with these changes.
    - b. Ken fielded a couple of questions.
  2. Seth: Production and Public Assess Equipment
    - a. Get more equipment up to 100% working order.
    - b. If an expensive camera mostly still works but has a few issues, they do try to continue utilizing it.
    - c. Studio: flooring and backdrops.
  3. Seth: Education - Ross took a lead
    - a. Bolster workshops and events
      - i. iPads and displays
      - ii. Kits being together and available
      - iii. "Ed the Head" mannequin being demoted (bringing in a new one).
  4. Content Dept

- a. Biggest project has to do with OTT / mobilecast.  
Getting installed in the rack, getting set up.
  - i. Goal: developing a redundant playout server
  - ii. Support contract is pricey. Considering alternatives.

## 5. Leasehold Improvements

- a. Classroom smartboard is gone. Looking to build a counter there, with cabinets underneath for storage.
- b. Another monitor up there as well.
- c. Outside lighting.
- d. New front ramp with perforated metal for traction, safety, direction switched to common platform in use by MF and the daycare facility. This will replace the elevator (which is not reliable anymore, and is expensive to maintain).
  - i. Art shouldn't this be a landlord issue?
    - 1. Seth: depends on MF having choices about design. We may or may not have to pay for it.
    - 2. The landlords here are pretty good to work with.
- e. Track lighting to replace two outdated and malfunctioning banks.
- f. Painting

## 6. Katherine - asked about how they determine priorities.

Jess: dept heads make those calls, unless they have to expand the discussion. Folks are pretty good about

making choices that are critical and not padding budget requests. Ken: about 95% of wish list survived the budget process this year.

7. Melo asked about radio station speaker. Jess: that's on her list. That's not part of this budget process, but (Seth) in short, yes, it will be fixed or replaced. A few other issues as well. Tascam replacement, for example.

- b. Seth closed by explaining that it's best to spend down the money by year end.
- c. Dean: does equipment ever get sold? Seth: occasionally. It's not a top priority, because selling it can be complicated. The first step is to try and find another PEG center who can use it, and it's donated within PEG. Then non-profits, Recycle North are options for donation. Jess: if we get to the point where we do have to sell it, there's a process for finding the right fair price.
- d. Katherine moved to approve the 2023 Capital Budget Plan. Art seconded.

## **6. Committee Meeting Schedule and Assignments**

a. Keith went over the committee assignments as he understands them. Katherine is not on a specific committee yet, but is working with Seth and Jess on development. She volunteered to join Programming as well.

### **i. Marketing: Art, with Jason and Melo.**

1. Keith asked Melo if she's on both Marketing and inclusion. She said they're related, so maybe the committees should meet together. Do we need an inclusion committee, or should that be an integral part of

our marketing? Keith: good point, but it's not only about external; marketing. It's internal as well. Jess: bylaws state we have to have inclusion and programming. Given this information, Melo decided to work on the Marketing Committee this time.

2. Art: the MF is Burlington's biggest secret. Marketing should focus on brand awareness in Burlington, so it's known and not taken for granted. Jess: It would be great to have a marketing committee meeting that Gin can attend sometime soon. Art: Community at large needs to be better informed about the MF. Jess: Partnership collaboration has helped raise visibility in the community and, as a byproduct, more use of services, from TV station use to sponsorships.
3. Melo: we need an underwriting strategy. She recommends approaching *Seven Days*. Will they be willing to print the TV schedule, for example? And for awareness, maybe have our party outside the south end. BCA, for example. Art recalled pre-pandemic plans for Church Street outreach.

**ii. Programming: Shelagh, with Dean and Deb and Katherine.**

1. Shelagh reported that Shelagh, Dean and Deb had reviewed nine applications and agreed to approve all but one...
  - a. ...which needs additional review by staff.
  - b. Seth: that has started.
2. Patrick has said there is room for all these shows.

**iii. Inclusion: Eric, with Chris and Keith.**

1. Keith asked for suggestions about priorities when it comes to the Inclusion Committee's goals. Seth: Seth and Jess are happy to help review the history and help set a course. Before the merger it never formally met. DEI work was done by VCAM before the merger, but not as part of an official Inclusion Committee.
2. Chris: some things that were talked about is the way that inclusion is part of everything here, every committee and subcommittee. Equity audits can be valuable. Use a consultant to look at external and internal equity. (It was revelatory when they did this at the Fleming Museum.) Important to bring in opportunities for [diverse] voices to be heard.
3. Jess: that may also help dictate the work the committee takes on post-audit.
4. Ken: as a frame of reference, the staffing is more diverse than it's been in his memory. Chris: for the committee to broaden its membership to employees might be an idea. Katherine: when she thinks of DEI, many factors are important. Racial groups, but also consideration of immigrants/new Americans, socio-economic situations. Jess: considering visually impaired audience has raised the awareness here of the community of persons with disabilities.
5. Keith will coordinate that meeting for Inclusion.

**7. Other Business - snacks were discussed.**

- a. Melo won't be at February's meeting. Final weeks of the city council campaign. It is her intention to continue on, no matter the outcome.

**8. Shelagh moved to adjourn. Deb seconded.**

**Adjourned at 7:28 pm**