

**Media Factory Board of Directors Meeting
8/18/21 4:30 p.m.**

In attendance: Jess, Gary, Seth, Chris, Deb, Jason, Melo, Keith (virtual), Dan.

1. Call to order (4:36)
2. Public Comment (None)
3. Minutes from June 30. Melo moved to approve the minutes. Chris seconded. Minutes approved unanimously.
4. Treasurer's Report and Review of July 2021 Financial Statements
 - a. Chris led us through (and explained that the financials are a bit different than RETN board might be used to).
 - b. All fine – no areas of concern.
 - i. Comcast – Q2 not yet in books. Not unusual for Q2 to be slightly < Q1, and it looks like that will happen again, but in trend with last year.
 - ii. Interest income slightly down. Has to do with investment made in a short time frame (CDARS maturing) around merger. Conservative short-term investment made. 9/9 maturity. New options to be presented soon.
 - iii. Production Income doing well.
 1. UVM Health Network Provider work an upcoming possibility.
 - iv. Outreach/Other – Scott Campitelli Scholarship not yet endowed.
 - c. No questions re: budget.
 - d. Deb moved to approve financial report. Jason seconded. Unanimous approval.
5. Committee Appointments

- a. Gary opened the floor for discussion.
- b. Dan asked how the committee descriptions were written. Seth: they grew out of earlier work by VCAM/RETN (more VCAM perhaps?) Also, part of the work of each committee might be to better define committee missions.
- c. Melo – the two committees will also have overlap, probably.
 - i. Jess: first work of the committee would be through Media Factory lens and radio as consideration. She reiterated that overlap would exist (learn channel, engage channel vs. create channel). Inclusion touches everything in an important way.
 - ii. Gary: This work will necessitate historical look back, and ideas for change moving forward as the Media Factory.
- d. Jason – Re: committee overlap, yes. Work in programming will have a lot to do with looking for where the gaps are. Huge difference between public TV and educational TV. Public TV doesn't necessarily look for the gaps in programming the way educational TV tends to (and then goes out to create content that fills the gap). Perhaps our programming committee description needs to address this.
- e. Deb (inclusion) and Chris (inclusion) – happy to work where the need exists.
- f. Jason, Shelagh and Keith interested in programming, though all are open to work where the need exists.
- g. Seth wonders if Art might want to work in Programming Committee. Need to reach out to Janine. Katherine has expressed interest in grant and fundraising work. Seth says given her limited time and specific talents, she might not land on

a certain committee, but might address fundraising work. (Ad hoc fundraising strategy analysis. – Dan)

- h. Gary: Community people who might want to serve on committees? Seth: a couple people who ran for the board expressed interest in volunteering on committees. Seth will circle back to them.
- i. Jess: other conversation had by Exec Comm was around planning a party around merger.
 - i. Gary: Film festival still happening? Deb: Yes, in Oct. (part virtual, part live).
 - ii. Shelagh: Maybe table this discussion for now? Gary: worries if a year from now (once established), it won't be quite so exciting.
 - iii. Deb: do something to celebrate without a party? Gary: Maybe don't have a big in-person celebration, but air celebration on our channels, acknowledge our existence. Do something, if virtual... Jess: concern about the resources being more strained by making a large-scale production than by organizing a party. Keith: we need to say who we are and lessen some confusion around who we were, and what's changed. Jason: smaller-scale origin story. Jess could see doing a series of staff/producer/etc. interviews (as we often do in the fall) that fits this model. Chris: maybe important to better understand who/what we are and where we're going before making a big statement about it. Don't rush. Whatever we do, we need to think about it to do it well. Dan: that's important. Origin story, merger story,

valuable. But he joined board for more people to know about this resource.

Tell the story of what we do: the mission and the resource. Be clear.

- iv. Jess: would welcome board feedback at the meeting that they annually have to discuss messaging (which will be different/important this year, given merger). Jess and Seth will sit down with Gin, share some of these ideas, then reach out to the board to firm up the direction.

- j. Gary: Communication forthcoming about committee assignments soon.

6. Regular Meeting Schedule

- a. Proposed at last Exec Comm meeting: 3rd Th or the month at 5:30 or 6 pm OR 4th Tuesday of the month at 5:30 or 6 pm. Short discussion around availability.
- b. Third Thursday of the month at 6 p.m. is agreed upon, beginning 9/16.**
- c. Regular Exec Comm meeting will be the Wednesday the week before at 3:30 p.m. (beginning 9/8).**

7. Adjourn to Board/Staff Gathering on the Media Factory Deck

**Shelagh moved to adjourn the meeting. Gary seconded.
Meeting adjourned at 5:30 p.m.**