

## **Media Factory Board Meeting Minutes for November 18, 2021**

**In attendance: Jess Wilson, Shelagh Shapiro, Seth Mobley, Keith Oppenheim, Jason Raymond, Deb Ellis, Gary Lambert, Katherine Bielawa Stamper, Chris Dissinger, Melo Grant, Dan Cahill.**

### **Meeting called to order 6:04 pm**

1. Public Comment (None)
2. Minutes from October Approved.
  - a. Melo abstained – she wasn't there.
  - b. Moved by Katherine.
  - c. Seconded by Keith.
3. Treasurer's Report and Financials
  - a. Chris – things look good, generally. We're fortunate to have this situation during these times.
  - b. He went into some detail on some specifics (comcast, production income...)
  - c. On expense side, just small things to look at. (Corporate insurance a little high, post-merger; office supplies and office repairs/maintenance batch-purchased items may sometimes sit in accounts, making those look high; WBTV expenses running low, thanks to the pandemic. Not a lot of expenses.)
  - d. Total expenses around 64% to budget. 75% would be on target: doing well on expense side. Financial report looks good.
  - e. Gary asked if there would be expenses related to relicensing of radio station. Jess: Nothing big expected.

- f. Gary asked if Seth or Jess would like to add anything.
  - i. Seth: re WBTV, the \$5000 is a figure that began, historically, when RETN and VCAM would each put \$2500 into the station. During pandemic, we continued doing what had been done before. In the coming year, we may ask ourselves to look closer at WBTV now that merger is complete, to have a better sense of what money should flow through the WBTV-specific account.
  - ii. Discussion of how the radio side spends money somewhat differently (concerns unrestricted dollars, versus not. This may be a larger discussion to have someday).
  - iii. Jess would add about financial update: quarterly Comcast payment was a bit higher than previous. Typical flux from Q to Q. Very similar to what we've seen before. Levels off over a year.
  - iv. Keith moved to approve budget report; Shelagh seconded. Budget approved.
- g. Seth thanked board members who had to sign forms at NFSB. He said the changes we will see online with those account haven't yet been put in place, but they should soon. Investment paperwork also signed – thank you. That, too will be in motion soon. Funds will then be moved over from People's.
- h. Talking to VSAC about permanent scholarship. \$25,000 is enough to start it, but with interest rates as they are now, it won't get us to the \$2,000 scholarship payout that is needed. MF will supplement the remainder to make that happen.

\$1000-1250 will be coming from interest. Over time, through fundraising, interest payout should improve.

- i. Katherine asked if end-of-year giving should be directed toward scholarship. Seth answered that people should give to whatever area they want. Any and all giving is very much appreciated. Giving Tuesday officially launches campaign.

Katherine offered a “friendly challenge” to board members: give to the Media Factory.

#### 4. Committee Updates

- a. Programming – Keith spoke about details we’re waiting for from staff. Some info that will help us with curation. Jason hopes to reach out to community access centers once we have the names of appropriate places.
- b. Planning to meet again in January.

#### 5. Shelagh stepped out and Keith took notes briefly:

- a. Jess - Approving of new program applications for the Radio Station. We will have that information for applications in January.
- b. Seth – if the programming committee focuses on bringing radio into the fold – and looking at online policies, that would be plenty to accomplish.
- c. Melo – saying the operational resources manual for the radio station needs some updating

(Shelagh back)

6. Inclusion Committee. Deb commented that the committee met, read through the mission statement, and made a plan to meet again. Seth explained that the committee felt

explaining certain terminology might be helpful to expanding the inclusion mission statement. Katherine can share a document (from another company) that might be useful. Dan asked if the committee set a next meeting. Jess: No. A Doodle will be sent out to find a time. Were there notes? (Jess and Seth have some notes they can send out.)

## 7. Media Factory Programming Updates for 2022

- a. Jess: Exec Committee agreed that inviting individual MF staff members to come and make short presentations from time to time would be useful. Board members will be welcome to ask questions to be addressed.
  - i. Keith: really likes this idea. Helps us know the staff better, and the MF on the whole. Might be able to work as a substitute for the annual presentation. Seth: this would be a larger conversation. That's the format of the annual meeting. It's meant to be staff and board together presenting to the public. Keith: got it. Still likes the idea.
  - ii. Jess asked if board members have specific areas they'd particularly like to learn more about at this time. Shelagh: Education and Outreach, please.
- b. 2022 budget draft coming in December. Seth: Maybe a shorter meeting in December where we review the draft. Or we could not meet, but review the draft on our own time, and get feedback and questions for approval in Jan or maybe Feb.
  - i. Gary: let's see the draft, look through it ourselves, then meet to discuss in January.
  - ii. Seth: in that case, we'd all need to review on our own time.

iii. Gary: should we have a quick Exec Comm meeting in December in that case? People were in favor.

iv. No board meeting in December. Moving this into January.

8. Holiday Gathering Conversation – should we hold this?

a. Deb: as a new board member, this would be great, if just briefly.

b. Outdoor option at Jess's home, with fire pit and people bundled up outside.

c. Katherine: loves the idea of being outside for a short period of time. A family member of hers just got Covid, despite being double-vaxxed. Loves daylight outdoor idea.

d. People liked this idea, generally. Jess will put together a list of dates to see if people can make it.

9. Consideration of 2021 Staff Bonuses

a. Jess: Historically, \$500 for FTE; \$250 for PTE.

b. Keith: given positive financial reports, this seems doable, yes? Chris, absolutely.

c. How many FT and PT employees? Seth and Jess: just about 9 and 9.

d. Seth: this is a bonus to show appreciation in a difficult but financially healthy year, but it is not guaranteed from year-to-year. Staff has to understand that.

e. Breakout executive session for further discussion of bonuses. Notes not taken.

f. Keith moved to end exec session and approve bonuses, as follows:

i. To FT employees, \$500 as suggested

ii. To PT employees, \$300.

iii. Also \$2500 each to executive directors Jess Wilson and Seth Mobley.

- iv. In moving to approve bonuses, Keith specified: All of these bonuses are offered to show support and admiration for the work done at the MF in the wake of both a merger and a pandemic.
  - g. Exec session ended at 7:20 pm
  - h. Board Members rejoined main meeting.
  - i. Gary shared news of bonus decisions with Jess and Seth.
10. Any other business? (Keith: Can we bring dogs to the party? Yes! Cats? Probably not...)
11. Katherine moved to adjourn. Deb seconded.

**Meeting adjourned at 7:25 pm**