

Media Factory Board Minutes
March 17, 2025 - 6 p.m.

In attendance: Keith Oppenheim, Seth Mobley, Jason Raymond, Jane Chou, Eric Agnero, Colleen Goodhue, Ted LeBlanc, and Shelagh Shapiro. Dean Pierce and Art Bell attended remotely. **MF staff:** Patrick Heltz (Content and Distribution Director), Adam Walker (Production Services Director) and Gin Ferrara (Community Engagement Director) were also in attendance.

1. Call to Order - 6:02 pm

2. Public Comment - None

3. Approve Minutes: Feb 17, 2025

- a. Colleen had been left off - adding her on as a remote attendee in February.
- b. Dean moved to approve the minutes from 2/17/25. Art seconded. The motion passed.

4. Financial Report

- a. In Deb's absence, Seth covered our finances.
- b. Income:
 - i. Not a lot to report as it's early in the year.
 - ii. 4320 Production Income - 8 invoices for just shy of 18k will come in soon. The bookkeeper was on vacation so this didn't come in before the meeting.
 - iii. Market fluctuations are looking pretty standard as of now. Seth will continue to check on and report on it.
 - iv. The Underwriting packet is being updated to meet new targets and change up MF deliverables.
 - 1. Gin spoke to our changing Seven Days underwriting relationship. Going forward this will be in-kind underwriting. The MF will have 1/16th of a page and design our own content (not specific to programming exchange).
 - 2. Gin hopes to have five underwriters by the end of the year (not all in-kind hopefully).
 - 3. Brief discussion of underwriting and what our responsibility is to our underwriters.
- c. Expenses - on track for the most part.
 - i. Accounting CPAs work on our audit, \$11k expense, will move to where it should be listed, 2024. This expense in 2025 will be going down from 11k to around 7k.

- ii. Seth spoke a bit more to our investment account fluctuations. Nothing unexpected at this time, but something to keep an eye on.
- iii. Capital budget being improved means equipment has started being purchased and so those numbers are changing.
- iv. Seth still looking at how to book the cable income, as per a conversation at a prior board meeting (and Ted's input). This may take a larger conversation.
- v. Ted moved to approve the March 2025 financial report. Dean seconded. The report was approved.

5. Production Department Updates (5 mins)

a. Adam:

- i. 7-8 projects took place that can be invoiced.
- ii. We pretty consistently do 30 municipal productions +/- each month.
- iii. In addition:
 1. Other municipal productions (with varying team members' involvement) like town meeting days, a VSO concert at Beta which was very cool, a Champlain College elevator pitch event with Keith MC-ing, school district events.
 2. Other Feb events: Penguin Plunge event with history video as well, ongoing events carried over from the fall like Howard Center promo videos (ie walk and talk videos); Homeshare projects that Jess was also involved with; another Howard project Search Program (a job training program for people with disabilities). Pechakucha a couple weeks ago at Main Street Landing. Some issues with their house audio, but that came out okay; Phoenix books series black box setup upstairs. Augmented lighting to improve it. Chris Bohjalian. Tomorrow, VT child health improvement program documentary style promo.
 3. Jane: What are the full production rates that are typically charged? Adam: full price is \$100 an hour for single camera shoot. Full field studio is \$200 partnership rate, \$250 for regular rate. He listed some other packages. The prices vary based a number of things.

4. Keith – appreciated the report and hearing about the variety of projects. Is it always this varied, the work we do at the MF? Adam said that since he's been here, there has been this kind of variety for the most part. Not all productions feel like the right fit, mission-wise (if something feels too commercial, for example).

6. Strategic Planning Check-In

- a. Seth: 4/5/25 12-4
- b. Any ideas about food (menu, suppliers, etc, but also any allergies, etc, please share this info with Seth).
- c. Thx for filling out surveys.
- d. In March MF staff met with Steffi. Good meeting, but one anonymous survey indicated unhappiness (words like "harassment" were used). This was upsetting (also odd in a strategic planning survey). But it led to a conversation that's now organization-wide about what happens in such a situation.
 - i. Seth says they are trying to be sure employees know what avenues are available if there are concerns.
 - ii. They can come to any board member, if this is preferable to discussing with a manager. Seth can share the literature with the board to look at.
 - iii. Shelagh asked about the proper reaction on the part of a board member. Seth addressed this and reiterated that he'll share the part of the manual that's devoted to this subject, for all board members to review. (i.e. Any board member not on the Executive Committee can take it to the EC.)
 - iv. Ted asked about option for counseling, for example. A brief conversation ensued about options, if an employee isn't comfortable to speak with a direct supervisor.
 - v. Adam mentioned the onboarding procedure for new employees and that the timing is opportune, as someone new is coming on part time. Perhaps when someone comes into the organization, it's a good opportunity to go over the handbook with this new person one-on-one.

7. Board Election and Appointments

- a. Keith: some reappointments to talk about. People who are interested in being reappointed should let Keith know between now and April 5 meeting. Seth spoke to the channels by which board members are brought in: appointment and election.

- b. If anyone is interested in being on the Executive Committee, please speak up. If you want a certain role, let Keith know.
- c. Shelagh announced she will not be raising her hand for reappointment in 2025.
- d. Keith: We have one seat open on the board already, and then another, given Shelagh leaving. If you know of people who would like to be on the board and have something to bring, please let us know.
- e. Adam: Do board members have to live in the service territory? Seth will check the bylaws. With VCAM it was fairly open. Appointed folks, maybe. And Elected folks have to be members in good standing.
- f. Patrick asked, and a discussion ensued, about how many board members are elected and how many appointed. Seth spoke to this and mentioned that the existing balance was decided when the MF came together, because VCAM and RETN were run differently.

8. Other Business

- a. Gin: Wednesday night at 6 p.m. the radio station will have their all-station meeting. Come if you are able!
9. Colleen moved to adjourn. **Meeting adjourned** at 7:05 p.m.