

Media Factory Board Meeting 2/17/22, 6 pm

In attendance: Jess Wilson, Katherine Stamper, Keith Oppenheim, Chris Dissinger, Deborah Ellis, Janine Fleri, Shelagh Shapiro, Seth Mobley, Art Bell, Gary Lambert, Melo Grant. Gin Ferrara joined to make a presentation.

Meeting called to order 6:05 pm

1. Public Comment - none
2. Keith moved to approve minutes. Deb seconded. Motion approved unanimously.
3. Treasurer's Report and Review of Financial Statements - Seth shared his screen.
 - a. Chris went over the P&L
 - i. Expenses: personnel – health care high. Three payments made from an estimated invoice from last year in moving from MVP to Blue Cross.
 - ii. Workers' Comp a bit high. Will probably flex a little bit. Not a large number.
 - iii. Rent. Paid through March, so a bit ahead of the game.
 - iv. Seth: No budget because we'll be talking about that tonight.
 - b. Seth – Balance Sheet
 - i. We've established the board-approved investment account. 800k from MF Money Market has just been transferred there.
 - ii. Will be reflected in this sheet soon, and we can look it over in our next meeting.

- iii. Very close to completing the Scott Campitelli Scholarship endowment. A few last details to work out. Nothing big. That money will move into the endowment and should be reflected in the balance sheet soon, too.
- iv. Jess: we received the cable payment for final quarter of 2021. It remained level.
 - 1. Art asked about Burlington Telecom.
 - 2. Seth: one annual payment is spread out in the balance sheet over 12 months. Numbers haven't changed since Sept. It's down, but manageable.
 - 3. Katherine moved to approve the treasurer's report. Janine seconded. Motion was unanimously approved.

4. 2022 Capital Budget Discussion/Approval

- a. Seth walked the board through the basics of the budget sheets. (i.e. a copy made to keep a backup before the plan is finalized and approved)
- b. 2022 Capital Budget Priorities shared as well.
 - i. Jess: Production – for community producers, upgrades have been made to the studio. Next phase will be the lighting system. Also upgrading fleet cameras. Focus on making training and support easier and production more efficient.
 - ii. Seth: Content – Drew covered mostly in last meeting. Focus on 1) accessibility of cc service (very close to a solution here, thanks to a meeting with company called Tightrope); 2) OTT space.

iii. Education Department – Gin

1. Transition to in-person workshops. More iPads helps people be on their own devices. Better in-person than online.
2. Classroom needs some upgrades, repairs.
3. Got more gear for the public equipment.
4. Planning a summer movie series outdoors. Projector and PA \$.
5. Visibility, signage, brand recognition.
6. Shelagh moved approval of the 2022 Capital Budget. Katherine seconded the motion. Unanimously approved.

5. Media Factory Outreach Department Presentation (Gin Ferrera)

- a. Outreach Slideshow – Year in Review
- b. Events
- c. Orientation - > membership had fallen to only 51%. They worked on this through more in-person sessions mixed in and email communication. Bumped up to 71%.
- d. Social Media Engagement - Instagram has better engagement [clicks, likes, shares comments] than Facebook or Twitter. She kept live streams out of this piece.
- e. Things people can do with us or stories they can tell - most popular.
- f. Most active small campaigns (Crowdsourced cinema, Scott Campitelli Scholarship,
- g. Most engaged newsletters (End-of-year campaign, new radio shows, Introducing new staff)

- h. Top Instagram Posts (Willow, Green Bubble Tea, Burl Tech Center Recognition);
Top Facebook Posts (Campitelli Scholarship, in-person staff meeting, Art Hop
Crowdsourced Cinema screening); Tweets (Vergennes Boundaries show,
Orientation, Sears Lane Story)
- i. End-of-Year Campaign – shared ad (celebratory, thankful donation request)
 - i. \$2266 total donations. Down 10% from previous year, but she feels there
was some 2021 fatigue associated with this. Seth pointed out that special
projects (like the merger and the SC scholarship) do result in more giving.
 - ii. Katherine commented that her nonprofit experienced some of the same
fatigue, as did many other individual organizations. National giving was
up, but was more focused on housing, food, and shelter.
- j. 2022: The Year Ahead
 - i. 3 outdoor movies
 - ii. Crowdsourced Cinema
 - iii. Collaborations perhaps with other groups in the community
 - iv. More analysis
- k. Melo asked about the radio station outreach/breakout of data. Conversation about
WBTV.

6. Board Recruitment and Election Planning

- a. Seth: More formal discussion needed re: board terms and term limits, now that the
merger is complete.

- b. RETN and VCAM had different rules, so Jess and Seth would like to make a presentation or hold a brainstorm session at some point. Exec Committee can discuss initially.
- c. Active board members could please give some thought to people who might be great, serving on the board (from membership, from a given community that you'd like to see represented, etc.)

7. Committee Updates

- a. Keith: Programming Committee met and approved nine new programs.
- b. Janine: Inclusion Committee met, looked at improving language of inclusion on programmer application form / user intake survey / membership forms.

Established chair and note-taker. Discussion of committee taking on staff and board member training. Next steps for DEI.

8. Other Business

- a. Gary: some staff have contacted board members regarding issues like pay rates.

Suggestion that Exec Committee can discuss in near future, inviting input from other board members, and then go to a board conversation.

Katherine moved to adjourn. Art seconded. Motion approved unanimously.

Meeting adjourned at 7:34 pm