

Media Factory January 2022 Board Meeting

January 20, 2022, 6 p.m.

In attendance: Initially, Seth Mobley, Keith Oppenheim, Drew Frazier, Gary Lambert, Chris Dissinger, Deb Ellis, Janine Fleri, Shelagh Shapiro. Melo Grant, and Dan Cahill joined the meeting in progress.

1. **Meeting Minutes from November:** Deb moved to approve, Keith seconded. Motion passed unanimously.

2. Treasurer's Report

a. Seth shared his screen

b. Chris:

i. No end of year surprises

ii. A few reallocations

iii. Income:

1. Comcast income finished spot on to budget

2. So far 94-95% on track (April – December 2021).

3. Over budgeted income by ~\$40K

iv. Expense:

1. Looking good

2. Health care a little down to budget; employee left in July (savings)

3. Repairs and Maintenance – Production Community R&M – a bit over budget; moved some other projects into this category.

4. Office R&M a little up – accountants will be reallocating some of that.

v. Bottom line: '21 was an excellent year for us. Instead of projected \$75K down, we are over \$148K ahead. PPP helped some. Lower capital spending helped. Great leadership was key.

c. Seth:

- i. Capital numbers a work in progress. Some purchases that are in “holding” might still show up in various accounts once they’ve been correctly allocated to budget areas.
 - ii. By Feb meeting we will have the new investment account, which will appear in financials.
- d. Janine moved to approve the treasurer’s report; Keith seconded. Motion passed unanimously.

3. Operating Budget

- a. Seth (showing the summary draft):
 - i. Income:
 - 1. Flat cable revenue projected, coming in pretty close.
 - 2. Mostly budgeting for level funding.
 - 3. Discussion was held about putting in a very safe goal number, or shooting high and possibly overspending. Goal is to spend the money. Comfortable number landed on (40K).
 - ii. Expenses
 - 1. 3% increase in staff compensation for 2022
 - 2. Increase in staff education. Ongoing conversation. Board should have input as we get farther (further??) into the year.
 - 3. Increase of Outreach
 - 4. Increase of Consulting
 - 5. Campitelli Scholarship - \$27K included in expenses. Establishing this endowment has been challenging due to bureaucratic delays. Didn’t happen by year end. So \$2000 will come out this spring, and \$25K into endowment eventually.
 - 6. Goal tonight is to approve Operating Budget. Capital to be looked over for February.
 - 7. Janine: glad to see increase in staff education

8. Gary: Question re: timing of issues around Scott Campitelli Scholarship.
 - a. Seth: two people at VSAC are handling the informational side and one other is handling the financial side, but he is less than optimally communicative. Has slowed things down.
 - b. Going forward the projected interest will alleviate a good chunk of the \$2000 award. As endowment grows, the Media Factory will have to finance it less and less.
9. Shelagh moved to approve the operating budget for '22; Chris seconded. Motion passed unanimously.

4. Capital Budget Review

- a. Seth reviewed the approach for setting a capital budget.
 - i. Wish list exceeds what budget plan will end up being
 - ii. Draft plan will be put together for vote in February.
 - iii. Department summaries will be included in the meeting notes for February.
 - iv. They began considering wish list items in October.
- b. Please send any questions/comments ahead of time.

5. Media Factory Content Department Presentation (Drew Frazier)

- a. Presentation being recorded.
- b. Review of LOCALEYZ Platform - Content and data hub that connects to many other platforms.
 - i. A lot of vendors that have been around for decades have outdated technology. This platform is a digital-first, agnostic program. Central place for a community media center to enter content and share with all these other systems in use.
 - ii. MF Goals:
 1. Working to replace our current Drupal-based website -> Webflow CMS.

2. Seth: MF and Radio can enter content once and get it out to many places all from one spot, rather than having to reinvent the wheel every time.
 3. Drew: so much data needs to be entered when you think of all that we do and all the information involved. Eliminating redundancy is key.
 4. Inventing an app for members to use to integrate cleanly.
 5. Looking to migrate member and education data to a new CRM.
 6. OTT and VOD.
 7. Upgrades to back end of Localeyz.
- iii. Drew shared his screen and show board some possible design components. Looking to organize a template that members can use as a common starting point.
 - iv. Keith asked about other media centers with which we have cooperative relationships. How did those relationships get established? Drew: cooperative has grown out of collaborative group that's been working together for close to a decade. Conferences, meetings, and word of mouth have led to a group that has long-standing collaboration. Slack workspace, meetings, communication.
 1. Seth: pre-pandemic these folks would gather at conferences at least annually. Great relationships. It will be good to be able to gather again.
 2. Drew: re: legacy vendor products – what we need are enterprise-level products, but they are out of range for our kind of operation. In a more collaborative arena with other media centers, more can be achieved.
 - v. Close to finishing up a significant data-retention strategy. Over 25 years of community media files, hundreds of terabytes of data. New equipment, an offsite location, key archival data in three places. On track to complete this in next month.
 - vi. Continue to do due diligence on cc. Testing AI-based captioning products. Still a challenge to provide competent captioning for live meetings. But there's a path forward to do more cc for VOD.

- vii. Close to completing a new quality control monitoring system. (Scott McGrath). Notifications will allow for quick responses.
- c. Chris: great, well-orchestrated effort. Very impressive.

6. Discuss Programming Committee and Inclusion Committee Meeting Schedules

- a. Seth: process for reviewing radio show submissions being developed. Drew has put some information into shared folders that will be made available to programming committee before the upcoming meeting.
- b. Programming Committee Meeting set up for 1/25 at 4 pm.
- c. Inclusion Committee - Not all members were in attendance at tonight's board meeting, but meeting tentatively set for 2/1 at 4 pm.

7. Other Business – none

- 8. Deb moved to adjourn; Keith seconded. Motion passed unanimously.

Meeting adjourned at 7:20.