

Media Factory Board Meeting

October 24, 2022. 6 p.m.

In attendance: Seth Mobley, Chris Dissinger, Jess Wilson, Shelagh Shapiro, Dean Pierce, Art Bell, Jason Raymond, Keith Oppenheim, Melo Grant and Katherine Bielawa Stamper (via Zoom).

Meeting called to order at 6:09 p.m.

1. No Public Comment

2. Dean moved to **approve Minutes** from 9/19/22; Katherine seconded. Motion approved unanimously.

3. Treasurer's Report and Review of Financial Statements

a. PnL

i. Chris deferred to Seth.

ii. Seth: not a lot new to report. Staying the course.

1. Income as it stands now - Cable income projected through 4th quarter. Very close to projections so far.

a. Left column numbers are what they based draft budget numbers on. (We'll see this in a few minutes.)

b. Some production income continuing to come in. Exceeded 40K, as expected/hoped.

2. Expenses - education has to do with sending staff to conferences. Over original budget, but expected based on conversations.

3. Office - R&M is over. Communication issue (an expense was put in Office rather than Discretionary). Seth explained Capital Expense (re: goal of spending down capital) a bit further for Dean, new board member.
4. Chris asked about Salary 7770. Seth explained this has to do with staff hours spent toward capital equipment being put there. Usually 20-25K. Will happen later in the year.
5. Art: where do you think you are in the merge? Half way?

(Side conversation: Zoom folks having trouble hearing.)

6. Seth: nice segue to a new subject: 7010, legal fees, which sits at -0- presently. Seth reviewed history here. Intent to merge document (not official name) will be with attorney general for 20 days in which they can ask questions. Someone from AG's office got in touch with questions about RETN's involvement and approval of the intent to merge. Jess talked with AG's office about this and a couple other smaller items. AG signed off on merger and MF filed articles of merger. Final remaining business after hearing confirmation will have to do with legal fees, official name change.

b. Balance Sheet

- c. Keith invited a motion to approve financial statements. Shelagh moved; Art seconded.

4. Review and Discuss 2023 Operating Budget

a. **2023 Budget Strategy Summary.** EC (Shelagh and Chris) saw it last week for initial feedback. Open for feedback, discussion, questions now and before next meeting, when board will hopefully vote on operating budget. Capital budget will take longer to present than operating budget.

- i. Seth reviewed some staffing changes that are expected in '23. i.e. Drew is leaving. (Party at Burlington Brewery on 11/3 at 3 pm.)
- ii. Other staffing changes as well. One internal candidate offered an open position; not sure about it. Might like to keep job they are presently working. Seth and Jess considering some restructuring in case this can work out. Changes for Community Engagement/Education Dept too. Possibly two managers. This will affect the budget strategy.
- iii. Keith asked a question about the size of raises and advancement. Jess addressed this further. A lot of research went into their recommendations.
- iv. Jason asked if we can address the staff concerns about compensation re: advancement and opportunity, and how those concerns have been addressed through the process. Jess addressed this as well. Raises are much higher than was possible in last several years. Also offering promotions internally to start was important to them.
- v. Melo joined Jason in this line of questioning, and offered her perspective.
- vi. Draft operating budget FY2023 brought up. Seth addressed some issues that affected overall strategy.

1. Total payroll is up. Has to do with staffing issues already discussed. Individual budget lines addressed.

6:50 pm Katherine had to go (Zooming in from Krakow).

2. Chris commented on the increase (6%) being twice what it was last year (3%) and stated his support.
3. Seth commented that these numbers will change, given what remains to be resolved staffing-wise (i.e. Ken's retirement, internal promotions being in conversation, etc.)
4. Seth also addressed the fact that cable income is likely to drop, as well as other considerations they keep in mind while planning.
5. Some further discussion.
6. Total Operating Revenue vs. Expenses puts MF at (26+K). But they are confident they will make up at least some of this based on hiring calendar.
7. Chris mentioned being 9k over budget in October and possibly that will happen in the coming year as well.
8. Jason asked about building awareness and opportunities to bring in more income. Jess addressed this and talked about Gin's role in this area. Partnerships: educational and global. Making this awareness more automatic in everything the MF does. Deeper internal engagement as well, with current members.
9. Melo asked about radio station management and what will be happening with Athena's old job. Jess addressed how the radio

station is, hopefully, an integrated part of the MF. So each department will coordinate appropriate aspects of each area, with radio as one of those areas. Also discord server as a place for members to engage, to allow for more robust connection. Radio show stats: active shows, 24, live shows, 18, another 8 planning to start soon or return from hiatus. Melo mentioned the connection part being so important, and association with Pacifica. Seth addressed this (content dept.).

10. Dean asked a question about whether MF peers are seeing similar outcomes (with MF income being up this year, for example). Jess addressed this and how it's hard to find really good comparable organizations. CCTV might be comparable, but they have different areas of income, such as city contracts. No shortage of work among nonprofit partners. SMC speakers series, for example, a great new area for MF. Jess feels strongly that MF can meet and hopefully exceed goals. She addressed certain line items and their likelihood of change (i.e. more interest in facilities rentals).
11. Before moving on, Seth stressed people should email if they have thoughts, comments, or questions about the budget.
12. Jason commented about balancing positions to be able to get opportunities around in-facility production work vs. outside the facility (paid at a higher rate). Jess says higher rate is for directing field work, running a crew, or working on their own with a single

camera for a shoot. Those options are open to all production technicians who have training, licensing, and willingness. Seth: all are encouraged to do both. They just have to stay within part-time hours (if that's their paid position), for legal reasons. Having to strike a balance between who's available, finite number of hours, all of these concerns.

5. Committee Assignments and Consideration of Creating a Marketing Committee

- a. **Keith:** surveyed people. Discussion about creating a marketing committee. Art has been talking about this. Seth: it's possible to have a marketing committee, and people can serve on multiple committees. In years past VCAM had a marketing committee and it was great. Lots of brainstorming. Good conversation to have. Keith: Art, would you like to be on or lead a marketing committee? Art: Yes.
- b. Keith went over committee signup preferences. We'll finish this up as a board via email.
- c. [These are the **committee preferences** sent by Keith to Shelagh, after the meeting]:

i. Inclusion

1. Eric
2. Chris
3. Keith - assuming Deb wants programming
4. (Leader TBA)

ii. Programming

1. Shelagh leads

2. Dean
3. Deb – prefers programming, but I (Keith) will double-check.

iii. Marketing

1. Art leads
2. Jason
3. Melo

iv. Katherine – No Committee this time; will focus on **development**

6. **Next Board Meeting Scheduled for November 21, 2022, 6 pm**
7. **Join us to wish Drew Frazier well, November 3 - 3pm at Burl Beer Co.**
8. **Other Business - N/A**

Dean moved to adjourn. Jason seconded. Approved unanimously. Meeting adjourned, 7:39 p.m.