

## **Media Factory Board Meeting**

**September 19, 2022. 6 p.m.**

**In attendance:** Seth Mobley, Chris Dissinger, Katherine Bielawa Stamper, Jess Wilson, Shelagh Shapiro, Deborah Ellis, Dean Pierce, Eric Agnero, Art Bell, Jason Raymond, Melo Grant (via Zoom).

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

### **1. Public Comment**

- a. No one requested the ability to join digitally.
  - b. No public comment.
2. Art asked how **ArtHop** went. Seth and Jess say it was a bit slower than it used to be years ago, but that seems consistent with some of the other businesses nearby.
3. Dean moved to **approve Minutes** from 8/22; Chris seconded. Motion approved unanimously.

### **4. Treasurer's Report and Review of Financial Statements**

- a. Jess shared her screen with P&L; Balance sheet.
- b. Chris shared information:
  - i. Burlington Telecom Income In
  - ii. Comcast
    1. Attorney (Doug Marden) no longer available to us to do the work re: Comcast. Recently we've decided to move ahead without Doug.

2. Ball now in Comcast's court. Two biggest priorities: Comcast to get us info re getting into Hi Def; How we can maintain a comparable level of Marketing/Ad support. Hoping to button it up by the end of the calendar year.
  3. We've gotten assurance in writing from Comcast that capital funding will stay the same.
  4. Seth: we feel pretty comfortable to finish these negotiations without Doug (given his earlier reviews of all the paperwork).
  5. VAN will want to look at new statewide legal representation.
- iii. Chris led the board through the remaining points of the PnL.
1. Investment fund volatility is to be expected.
  2. Legal expenses from the merger will begin to show up soon.
  3. Some consulting money in the budget. Chris had a question about that. DEI work, perhaps...?
    - a. Seth: months ago, talk of DEI training, strategic planning. Some other possibilities as well.
    - b. Katherine helping write a Capacity Building Grant from VCF for strategic planning consultant grant (\$5k). So that would add to that as well.
- iv. Seth: security being upgraded.
- c. Katherine moved to approve the budget report; Deb seconded. Budget report was unanimously approved.

## **5. Staffing Updates**

- a. Drew leaving after 17 years.
- b. Position offered to Patrick, who has accepted.
- c. Board has been asked not to share this news before the staff knows about this change (Thursday).
- d. Melo asked if Patrick's position will be advertised before it's offered to existing staff. She would like to be sure internal candidates have opportunities. And she's interested to know the salary of that position.
  - i. Seth said that will be discussed as we drill down into the budget process.
  - ii. Jess looked it up and presently the coordinator wage band is at \$18-20hr. Looking to raise it for 2023 and in putting it out for potential internal candidates, that will be explained.

## **6. 2023 Budget Process**

- a. Hoping to have numbers for EC in October, then Board at that next meeting. Looking for approval by November so staff will know what to expect.
- b. Looking to expand all pay bands with the exception of Seth and Jess (cost of living increases, but not the significant changes they'd like to see come to other staff).
- c. Dates for October meetings might be affected by Keith's schedule, as he'll be traveling to SE Asia 9/25-10/23. Possibly he can Zoom in or communicate with EC via email. He's particularly interested in being involved in staffing budget updates.

- d. Chris asked about staffing from the perspective complement. Are we fully staffed? Jess and Seth: depends on the week; time of day, shoots, vacations, PT/FT staff, etc. A bit strained right now.
  - i. Jason: are paid internships relevant to some of these needs?
    1. Jess: Yes, going forward we'd like to make them paid, for various reasons including equity.
    2. Katherine: colleges and universities are raising money to help students who want to do internships. They could apply to be interns with nonprofits and get paid through that fund.
    3. Deb has experience with some of these programs and is happy to speak about this if anyone would like.
    4. Jason also has interaction with students looking for internships and the one student who came here had a really formative experience that helped him apply to Champlain. He like to see opportunities for HS students as well.
    5. Katherine: Maybe the McLure foundation.
  - ii. Art asked a question about raising revenue - just through production?  
Discussion.
  - iii. Eric asked about our marketing department and how it is used. Is it used toward new business?
    1. Jess: Reach out through social media, on our channels.
    2. Also partnerships (like the Fleming Museum, Special Olympics, Green Mountain Book Festival...).

- iv. Art: this is a brain trust, an incredible place. Katherine: just getting people here is huge as far as marketing it.
- v. Melo pointed out that the radio station is not running even near full capacity at this point, and in-person radio is way down. We need to increase outreach.
  - 1. She'd like to see some numbers about what's going on as far as workshops, attendance for events, things like that.
  - 2. Shout out to Jason for working so hard to help with students who are dealing with racist incidents. We could do more to help.
  - 3. We never had our Media Factory party. Maybe doing it off site - like at BCA - would bring more attention.

## **7. Acknowledgement of Janine Fleri's Resignation**

- a. Discussion of Process for Filling Open Seat
- b. Opportunity to appoint someone to finish the remainder of her term. Seth: could we all be thinking about possible candidates and come back with ideas?

## **8. Review Committee Assignments**

- a. MF will get descriptions of committees out to board members. Assignments are at the discretion of the president.
- b. Bylaws have two standing committees.
- c. At VCAM, people could change committees after an election.

9. **Meeting Schedule** - changing from 10/17 to 10/24/22 at 6 pm - accepted.

## **10. Other Business**

**Keith moved to adjourn. Shelagh seconded. Approved unanimously. Meeting adjourned,  
7:17 pm.**