

Media Factory Board Meeting

June 17, 2024 at 6 pm

In attendance: Ted LeBlanc, Jane Teeling Chou, both considering joining the MF Board; Art Bell, Jason Raymond, Jess Wilson, Seth Mobley, Keith Oppenheim; Eric Agnero, Colleen Goodhue, and Dean Zoomed in.

1. Seth called the meeting to order at 6:04 pm
2. Public Comment
 - a. Introduction of Board Members to Ted and Jane, who are considering joining the board.
3. Elect Officers (President, Vice President, Secretary & Treasurer)
 - a. Keith is happy to continue as President
 - b. Art is happy to continue as VP
 - c. Shelagh is happy to continue as Secretary
 - d. Deb is interested in becoming Treasurer
 - e. Colleen moved to approve the above nominees for the positions listed. Dean seconded this motion. Slate passed unanimously, and with it the agenda.
4. Dean moved to approve the minutes from April 15, 2024. Minutes approved unanimously.
5. Seth presented the Financial Report
 - a. Comcast funding / income has been entered
 - i. Art: how often is this paid?
 - ii. Seth: Comcast, quarterly. BT, annually
 - b. Seth spoke to more details, including:
 - i. Investment gains; program fees and production income looking strong for the year;
 1. Jess spoke about Champlain Valley School District's Connecting Youth Program and the work they did with us. Student learning opportunity resulted from this partnership. Fun experience that we hope to repeat and improve upon next year. \$3000 project.

2. Explanation of misc income generated from 1) contributions and 2) unclaimed property with the state of VT (~\$1200+).
3. Seth shared information about a state grant going to Vermont community media: \$1,000,000 total

Jess spoke to how this will be allotted and a few other details.

- a. Hoping this can increase over years (to \$3M) but very exciting news nevertheless.
 - b. Art asked about grant vs. income distinction and how this will come through, which resulted in a short discussion.
4. Jess: graduations have just finished, which always generates production income.
 5. Seth spoke to a few other numbers that will fluctuate over the year, mainly the HSA and Cash in Lieu categories as well as Postage and Delivery and Outreach/Other.
 6. Legal fees are a bit over budget at this time due to some legal work being done earlier in the year, but that has slowed down.
 7. Board also looked over the balance sheet.
 8. Keith invited more questions, none
 9. Art moved to accept the financial report. Eric seconded.
The financial report was accepted unanimously.
6. Consider Appointments for Open Board Seats
 - a. Keith: there are three seats open on the board at this time. Seth, Keith, Jess, Ted and Jane have met to discuss opportunities on the board and get to know each other.
 - i. Ted and Jane introduced themselves to the board members in the room and on Zoom.

1. Jane is a filmmaker, producer, and journalist from southern Vermont. She is excited to be considered for a board position.
 2. Ted ran a software ocean transport company for 38 years. He is retired. He worked on the Charlotte News board in 2019 and was treasurer for two years. He's a musician, as well, and has submitted an application to do a radio show at WBTW-LP. He has taken classes and thinks it's a great organization.
 3. Shelagh moved to approve the slate of new members (Jane Teeling Chou and Ted LeBlanc) to the Media Factory board. Dean seconded the motion.
7. Keith spoke to Committee Assignments.
- a. There are three committees:
 - i. Marketing
 - ii. Inclusion
 - iii. Programming
 - b. Keith asked that the strategic plan be explained so that the inclusion committee can move forward.
 - i. Jess spoke to this. The last SP was put together before the merger (and was mostly *about* the merger, which has happened).
 - ii. It's time to put together a new SP, via a facilitator perhaps, a board retreat, other ideas.
 - c. Keith invited people to talk about their present committee assignment and whether they're interested in moving.
 - i. Colleen would like to move from marketing to inclusion.
 - ii. Jason would consider moving to the programming committee if its work expands more into online oversight (something that has been discussed but not realized). For now, he'd like to stay in marketing.
 - iii. Shelagh explained how the programming committee has been working (mainly reviewing radio program applications and deciding if there are questions to be answered before any application is approved). However, the committee is willing to

work on other aspects of programming, such as what Jason mentioned, but would need direction from the MF about present needs.

1. Seth added that the PC also reviews and weighs in on any complaints, of which there have thankfully been very few of late.
- iv. Art talked about the marketing committee as well as the issue of the MF and public access stations needing a brand and more visibility, overall. The marketing committee hopes to build the MF's brand in order to address this concern.
 - v. Keith asked more about the Strategic Plan, which will probably be addressed after the summer. Discussion brought the board to the point of thinking perhaps that work can start earlier if the consultant we've used before has time in her schedule.
 - vi. Art separately mentioned CCTV as a group that might do well to be merged in some way with the MF, a concept some board members weren't really aware had ever been on the table. Jess spoke to the history there. CCTV had been considered as a possible third entity to merge with RETN and VCAM when the MF was first being considered. Art specified that it would be easier to build one brand, rather than two or three that work against each other rather than complementing each other in service to community recognition. This is an aspect of the Strategic Planning
 - vii. The conversation returned to the Strategic Plan.
 1. An idea was raised that we have a discussion at the July board meeting about what issues and questions should be addressed in the context of a Strategic Plan.
 2. Jess and Seth can reach out to Stephanie Lahar this week.
 3. Jason spoke again to policies regarding online (and other) content that he hopes the programming committee moves to work on eventually as well. Concerns such as how content is made, what equipment is used, how we capture viewership and use resources to produce content.

4. Seth addressed this, as far as the first-come-first-serve policy on the television side vs. the radio side, which is curated differently.
 5. Keith said Ted and Jane don't need to make a choice tonight but are welcome to choose a committee if they know where they might like to serve. Ted asked which committee might need the most help. Shelagh suggested that all the committees would appreciate help, but members should join the committee that most interests them.
 6. Eric spoke to strategic planning, which he has some experience with (he has produced a video about this).
8. Meeting Schedule
- a. Currently we are scheduled to meet on Monday, 7/15.
 - b. Seth: Deb has indicated that she will have a conflict on Monday and Wednesday nights in the fall. She can attend by 6:30 online or 6:45 in person. We discussed meeting on the third Monday of the month at 6:30 p.m. starting in September.
 - c. In July, we will meet at 5:30 p.m. on 7/8/24.
 - d. Taco night date: Monday, 8/19 or Thursday, 8/22 will be discussed with MF staff.

Jason moved to adjourn. Art seconded. Motion passed unanimously. The meeting was adjourned at 7:38 p.m.