

Media Factory Board Meeting, 2/19/2024 at 6pm

In attendance: Art, Gin, Jess Wilson, Seth Mobley, Eric, Patrick, and Keith.

Via Zoom: Dean Pierce, Jason Raymond, Colleen Goodhue, Deb Ellis, Chris Dissinger

1. Art Call to Order 6:08 p.m.
2. Public Comment (none)
3. Approve Minutes: January 15, 2024
 - a. Seth shared his screen while members reviewed the minutes from last month.
 - b. Chris moved to approve the minutes. Deb seconded. Minutes approved.
4. Treasurer's Report and Review of Financial Statements
 - Chris asked about Comcast revenue. Seth has not run the numbers (waiting on Roseworks). Income good..production income exceeding budget (30% above), interest income provides a nice additional income. Jess notes that the grant will be drawn with the start of three new interns. Chris also notes that 2023 has overall been a "good year", with a mixture of management, good fortune, and hard work on the production side.
 - Seth notes that on the capital side, there are some additional credit card and other expenses that have not been completed. Seth did not feel that there would be many additional professional fees added.
 - Chris notes that programming may have been an area that did not encumber as much expense.
 - Seth shares that we may look at the final 2023 by next meeting

(when all the smaller stuff has been added/adjusted).

- Reviewing the start of 2024, Chris notes that there is a “blip” from Contributions (47% higher); may be due to checks arriving later for donations. Seth added that Media Factory has been added to a couple trusts (on a list of donations).
- Chris also added that under personal fringe..that was paid out at the beginning of the year (100% paid)
- Seth included that “it’s all brand new” with the new year...purchases at the maintenance level had to be made before the final budget and are included in the budget.
- Dean asked for clarification on capital expenditures. Capital funding not bound by capital limits in bookkeeping terms. However, capital expenditures must be justifiable to cable companies within the terms of the contract.
- Dean moves to approve the financial report. Eric seconds.

5. 2024 Capital Budget

- Seth and Jess provide an overview of highlights in the budget, particularly the Internal and Community Production
- Gin discussed Outreach (including projector, branded content, replacement printer, and Canon camera)
- Jason inquired about the difference between media buys and capital expenditure.
- Patrick discussed the content distribution budget needs (real time captioning on engage channel, server upgrades, Vimeo and Amazon, and the encoder)
- For education, needs for the educational room, and equipment to replace materials (i.e., lav mics, mics in room, iMac)
- Leasehold improvements (private meeting/space..mobile spaces that could be moved around center)
- Reserve Fund Projects
 - Generator (on roof)-old generator is missing parts, will need 5K to test; cost between 40-50K (for 35 kW generator); investigating who to reach out with
 - Web Development (10-75K)...for maintenance level development up to custom site (or move to webflow from Drupal)...currently as a placeholder, but not in budget
- Art moves to approve. Eric seconded the motion. All approved.

6. 2023 Outreach Presentation

- Gin provided an outreach report for 2023
 - Events (420 Attendees)
 - ACM-NE
 - Art Hop
 - Crowdsourced
 - Member Pizza Party
 - Public Domain Movie Night
 - Share N' Tell (8 people)
 - WIFVNE PA Workshop
 - Community Fairs (740 + people)
 - Champlain College Career Fair
 - Howard Center Health Fair
 - Main Street Landing
 - STEM Workshop VSAC
 - Women Can Do - VT Works for Women
 - Newsletters
 - 3000 + Subscribers (9% increase from 2022)
 - 34% Opens (7% increase from 2022)
 - Campaigns (people doing something)
 - Media Factory Board Election
 - **Graduations**
 - Ad in local papers
 - Social Media campaign
 - Postcards at ceremony
 - Targeted emails
 - 3,689 views
 - Crowdsourced
 - Paws and Play
 - **Crowdsourced Event** (grant funded from VT Arts Council)
 - Seven Days Event
 - 138 seats
 - WCAX TV interview
 - Roxy trailer (for week)
 - Movie poster (on Winooski Ave)
 - End-of-Year Campaign
 - Ad in local papers

- Social Media Campaigns
 - Targeted emails
 - Give Butter Donation Page
 - VT Public Underwriting (20K impressions)
 - \$3,535 raised
- Partner Projects
 - 65+ Organizations (NPO's, schools, municipalities, community groups)
 - donations /sponsorships (\$21.5K value)
- Impact
 - 3K visits
 - 190 orientations; 210 workshops (big bump from 2022)
 - \$7000K for Fundraising
- Objectives:
 - Work with Marketing Cmte (fine tune 2024 engagement goals)
 - Track/report reestablished outreach metrics quarterly
 - Leverage existing partnerships for additional co-sponsorship opportunities
 - Revamp MF underwriting materials and secure 3 new underwriters
 - Jess notes that we need to seed conversations for engagement goals, metrics for reporting, moving forward; Art notes that “nobody” is involved in marketing and building the brand; organization needs to be restructured to better engage a broader audience
 - Chris countered that Media Factory does have a distinct brand based on the type of outreach and areas of focus it chooses to focus on
 - Art provided a film that focuses discussion on branding and marketing redefining the organization’s focus; included in lengthy conversation with Seth, Gin, Eric, and Jason
 - Gin notes that the staff should also be involved in the strategic plan.

7. Committee Updates

- Keith notes that the inclusion committee has not met, but will soon
- Marketing meeting needs to discuss next committee meeting
- Programming needs to meet to review additional plans.

8. Other Business

- No other business.

9. Keith motions to adjourn and Jason seconded the motion.

Motion for adjournment at 8:12 p.m.