

Media Factory Board Meeting

September 16, 2024 6:45pm

In attendance: Seth Mobley, Jess Wilson, Keith Oppenheim, Jason Raymond, Deb Ellis , Dean Pierce, Art Bell, Eric Agnero (online); Jane Chou, Ted LeBlanc

1. Meeting called to order at 6:50 p.m.

2. Call to Order & Welcome

3. Approval of Minutes

- a. Dean motioned to approve. Eric seconded.

4. Financial Report

- a. Seth presented financial reports (adjustments include new color coding to focus on specific line items and previous year comparisons)
- b. Comparison of previous years
 - i. Difference in retirement costs (addition of new staff)
 - ii. Operating/Capital Income (payments will be received in October, but the funds from last year were applied earlier in the books once they arrive; therefore the difference appears more when comparing this year with last year. Ted inquired on whether there will be a difference in funding once this difference is accounted for. Seth was uncertain how much of a difference may be present.)
- c. Burlington Telecom income came in at 5% less from last year.
- d. Additional income listed in Contribution-Unrestricted were income transfers from donations in 2023 (need to address the protocol on this process for future)
- e. Interest on income has also improved (due to uptick in stock market)
 - i. Bank charges have also increased (due to gains)
- f. Postage and Delivery were also a bit over budget due to election mailing (and the costs were moved from Outreach to Postage and Delivery line item)
- g. Legal Fees have also increased.
- h. Production is a bit under due to a “catch-up” on billing. An additional of \$15K that has not been added will also increase the overall budget beyond the \$50K target
- i. Dean motion to approve. Art seconded.

5. Legislative & Advocacy Update

- a. Jess presented on L&A. VAN continues working on the cable revenue issue. Base funding is now in the Secretary of State’s office for community media. Allocation of these resources were initially based on scale/size of center. Subsequent allocation will take into account A) base funding, B) amount of cable revenue lost, and C) population

- b. Future conversations will continue to build on issues of increases in cable revenue decline, increase in expenses (i.e., staff healthcare), and the increase in needs of communities for media services
- c. Jane inquired on how long base funding may continue within the general fund; Jess noted that this funding is “just there” and it will required continued working with the Secretary of State to maintain and grow the funding (maintaining and cultivating relationships)
- d. Keith acknowledge Seth and Jess for their work in this process
- e. Dean inquired about the formula used for calculating the payments (interested in studying this formula);
- f. Ted inquired on whether there might be a federal formula; Seth noted that there are several conversations about potential revenue generators for online content
- g. Board members may be contacted with specific Legislative Action Alerts to contact legislators in support of VAN (either in-person or online on Zoom)

6. Strategic Planning Update & Exercise

- i. Keith shared that the Executive Committee met and that in October Steffi Lahar is able to begin developing ideas/ items to structure the strategic planning, with Steffi joining the process in December.
- ii. QUESTION for discussion:
 - What do you think are the most essential one or two questions you’re looking at as an organization that you’d like to address and move forward in the next couple of years?
 - a. Board members presented a number of questions for consideration. Jess and Seth shared some questions, they will compile them, and summarize them to board members.

7. Other Business

- a. There was a security incident almost a month ago involving a significant mental health episode. Staff utilized de-escalating training protocol. Street Outreach was contacted. Media Factory worked with Street Outreach and Community Service Outreach from the Burlington Police Department. A do-not trespass order was made. No additional contact with the individual has been made.

8. Adjournment at 8:02 PM