Media Factory Board Minutes

July 21, 2025 at 6pm

In attendance: Keith Oppenheim, Jason Raymond, Deb Ellis, Dean Pierce, Jane Chou, and Duane Peterson present at Media Factory,with Eric Agnero and Ted LeBlanc participating online. **Media Factory Staff**: Seth Mobley, Patrick Heltz.

1. **Call to Order**
   a. Keith called the meeting to order at 6:04 p.m.
   b. New board member Duane Peterson was welcomed. Duane is a full-time freelance film and video editor from Colchester and Media Factory member.
   c. The Secretary position, one of the board's four officers, is still vacant.
   d. Dean, who took notes at the last meeting, volunteered to take notes again. He is considering whether to seek the Secretary role formally.
2. **Public comment**
   a. None
3. **Approval of Minutes:**
   a. Deb moved approval of the minutes for the June meeting. Jane seconded. The motion was approved.
4. **Executive Session**
   a. Dean moved that the Board enter an executive session for the purpose of discussing personnel and legal matters. Ted seconded. The motion was approved. The board entered executive session at 6:08.
   b. Dean moved that the Board exit executive session. Jason seconded. The motion was approved. The board exited executive session at 6:53..
5. **Announcement by Chair.**
   a. Keith announced that Board member Jim Helz has resigned.
   b. Keith asked for the Board's permission to reach out to John Billingsley to discuss the possibility of joining the board. The question was decided by consent.
6. **Financial Report**
   a. Deb presented the financial report.
   b. As reported, production income is high for this time of year. A sizable project with Middlebury College is in negotiation, potentially worth around $7,000. The investment portfolio is performing very well, having gained $77,000 on the initial $800,000 investment.
   c. Regarding expenses, certain expenses related to the Alliance for Community Media National Conference will be re-categorized from "Production" to "Education." The consulting fees for the strategic plan are now fully paid. A project to upgrade l network ports and wiring has begun.
   d. Dean moved approval of the financial report. Jane seconded. The motion was approved.

7. **Discussion about Bylaws and Committees**
    a. Seth noted that the agenda item was included at Dean's request.
    b. Dean described his interest in seeing the bylaws amended to specifically reference an Executive Committee. Such a change would increase transparency and help the board comply with Vermont's Open Meeting Law.
    c. Dean will make a written proposal in time for the September meeting..

8. **Strategic Planning Check in**
    a. Seth noted the distribution of the draft strategic plan document and reviewed the table of strategic goals and objectives.
    b. The next step is for the board and staff to develop specific benchmarks to measure the progress of the plan's objectives. Seth asked Board members to focus on the parts of the table that are in orange.
    c. The goal is to approve the final plan in September or October.
9. **Committee Appointments**
    a. The board discussed the membership of several committees.
        i. Election Procedures Review: Members of this ad hoc committee will review the current election process and prepare recommendations. Members will include Ted (who will Chair), Keith, and possibly others.
        ii. Marketing: The committee will focus on the organization's presence in the community and marketing. Members will include Deb, Jason, Duane, and Eric
        iii. Equity: Eric, Jane, and Keith will continue their work on this committee.
        iv. Programming: Dean, Ted, and staff member Katie will serve on this committee. At Ted's suggestion, there was discussion of making the committee's review of radio show applications more frequent to provide quicker responses to applicants.
    b. Keith will approach Colleen and Olivia (who were not present) about committee service and report on their interest.
10. **Other business**
    a. Seth indicated that the next gathering will take place at the Taco night social event on August 18. The upper shelter has been reserved. Plus ones/guests are welcome. It would be helpful if members RSVP .
    b. The next formal board meeting will take place on September 15th.
11. **Adjournment**
    a. Dean moved, with Ted seconding, that the meeting be adjourned.
    b. The motion was approved. The meeting ended at 7:35 PM.