

Media Factory Board Meeting

November 21, 2022 at 6 pm

In attendance: Seth Mobley, Chris Dissinger (remote), Jess Wilson, Shelagh Shapiro, Dean Pierce (remote), Keith Oppenheim, Melo Grant (Remote), Eric Agnero.

Meeting called to order at 6:08 p.m.

Agenda:

1. No Public Comment
2. Approve Minutes from 10/24/22, with typo changed (near top) from /22 to 9/19/22
 1. Dean moved to approve minutes with correction (segway to segue).
 2. Melo seconded.
3. Treasurer's Report and Review of Financial Statements
 1. Chris: PnL
 1. Great year for production. A lot of work.
 2. Program fees also doing well. (Partnerships helping.)
 3. Content Disrib R&M a little over
 4. Variances small and within expectations
 5. Seth: showed a change to payroll given more up-to-date numbers. Otherwise, not much stands out as notable.

6. Melo asked about the radio station numbers. Seth answered that the budget used to be at 10K due to equipment needs. Then RETN and VCAM used to each contribute \$2500 for a 5K budget. Post-merger, that number has just stayed the same. It's not due to very specific budgeting. Jess: some of those costs include licensing needs, Pacifica, other program needs, air time. Melo: if we were to get more promotional materials, would that go under Media Factory now? Seth said that's an interesting question. Maybe there should be a conversation about this – where this expense would best fit.

1. Melo – (monitor) speakers in the studio need to be replaced.
2. Is there a stash of WBTV stickers anywhere with streaming site and radio advertising? Gin might know.

7. Keith - in looking at total expense numbers, we are on track?

Seth: Yes.

8. Shelagh moved to approve financials. Eric seconded.

4. Review and Discuss 2023 Operating Budget

1. Seth reviewed 2023 Budget Strategy Summary (as explained in a sheet they sent to the board ahead of time)

2. 6:30 pm Dean has to go for a little while; he will be back. Having studied these reports, he wants to share that he supports the staff salary components.
3. Seth presented changes to the draft FY 2023 budget:
 1. Paid internships have been added in. Put us over budget by 13K total.
 1. Decision had to be made about letting this be a deficit, or dipping into reserve funds.
 2. Decided on hybrid approach. Bumping up some production income lines and fees income, which took care of half of this deficit.
 3. Other half would mean dipping into reserve funds.
 4. Charging 20K payroll to capital assets also works to effectively zero out this budget.
 2. Keith had asked about actual increases in dollars from '22 to '23. Roughly 47K Payroll, 25K Personnel Fringe/Other. So a total of almost 72K total increase in dollars.
 3. Melo asked about job descriptions and whether any changes are addressing some of the conversations that happened last year. Jess addressed this and explained how they are setting and

tracking goals using a new evaluation form, while first meeting with staff to show them the review tool. Regrouping in six months for more formal evaluations. Fruitful conversations have resulted.

4. Chris recognized the work that went into this budget by Seth and Jess. It appreciably increases compensation, is a competitive budget that zeros out. Not an easy feat.

5. Budget discussion paused until we have a quorum (when Dean comes back).

6. At 7:27, after bonus discussion, Chris moved to approve 2023 Operating Budget. Dean seconded.

5. Year-end Staff Bonuses

1. Seth: in overall budget there is room for what in the past has been somewhat the standard for the organization of 500 for FT, 300 for PT bonus. However, in payroll, with a new cycle added in (so now 3), there isn't enough to cover that. BUT consulting, legal expenses, etc., have money left over to add to what's lacking in payroll.

2. Melo addressed the discussions she and Jason had with employees last year.

3. Keith pointed out that in previous years, there was the different context of salaries being lower before.
4. Shelagh and Chris made statements of confidence in Seth and Jess as well as respect for Melo and Jason, who were approached last year by employees hoping to discuss their job compensation.
5. Executive session to further discuss staff bonuses and co-director bonuses. Discussion led to decision to suggest \$600 for FT, \$400 for PT employee bonuses, and \$1750 each for co-director bonuses.
6. Shelagh moved to leave Executive Session, Eric seconded.

6. Meeting Schedule

1. December Board meeting - take the month off.
 1. Keith suggested people try to get committee meetings on the books before January Board Meeting.
 1. Keith, Eric, Chris = Inclusion
 2. Shelagh, Dean, Deb = Programming (need to meet in December, per Seth given radio programmer applications)
 3. Art, Jason, Melo = Marketing
2. Confirm January 2023 Board Meeting Date – 1/16/23

7. Staff/Board Holiday Gathering - December 16 at 4pm at Spare Time in Colchester (please RSVP by 12/5)
8. Other Business
9. Dean moved and Shelagh seconded that we adjourn.

Meeting Adjourned 7:36 p.m.