

Media Factory Board Minutes

August 3, 2026, meeting

In attendance: Board In-Person: Deb Ellis, Jason Raymond, John Billingsley, Dean Pierce; Board Via Zoom: Duane Peterson; Eric Agnero (joined during approval of minutes). Staff members In-Person: Seth Mobley, Patrick Heltz, and Gin Ferrara (Gin arrived at 6:40 pm).

1. Call to Order The meeting was called to order at 6:03 pm by Deb Ellis. Quorum was confirmed.

2. Public Comment None present in person or online.

3. Approve Minutes: June 22, 2026 Seth Mobley noted that the version of the minutes sent via email was not the final version, which had been corrected and posted to the website.

- **Corrections:** The amount for radio stations was corrected from 900k to \$90,000.
- **Motions:** Clarifications were made regarding those who moved and seconded previous motions, including Colleen Goodhue and Dean Pierce.
- John Billingsley moved to approve the minutes as amended. Jason Raymond seconded. **Motion passed unanimously.**

4. Financial Report John Billingsley presented the financial report, detailing his experience navigating the organizational accounts.

- **Net Income:** The year-to-date net loss is \$379,007.36, compared to a full-year budgeted loss of \$215,987.04. The gap is primarily driven by delayed revenue from Comcast and telecom funding, not overspending.
- **Expenses:** Total expenses are down over 18% year-over-year and remain under pace for the full-year budget.
- **Grants:** Of the \$190,000 budgeted grant income, \$0 has been recognized to date, with \$25,000 of the total relating to a state grant for the rooftop generator.
- **Repairs and Maintenance:** The rooftop generator installation is complete, providing emergency backup power. Outstanding expenses include block heater installation and crane rental costs.
- **Comcast Settlement:** Seth Mobley provided detail on the Comcast CPG settlement (Acct 2405). Modulator technology has been replaced by live stream switchers, and the settlement fund has been spent down.
- Dean Pierce moved to accept the financial report. Jason Raymond seconded. **Motion passed unanimously.**

5. Board Meeting Schedule Deb Ellis informed the board of a teaching conflict on Monday and Wednesday nights.

- **Options:** The board discussed moving meetings to a different night (Tuesday suggested) or allowing the Vice President to open meetings if they remain on Mondays.
- **Action:** Seth Mobley will create a Doodle poll to assess board availability for future meetings.

6. Board Recruitment The board discussed filling three open appointed seats.

- **Process:** Deb Ellis proposed a self-survey to identify current board strengths and community contacts before recruiting outward.
- **Gaps:** Jason Raymond emphasized the need for better regional representation, diversity, and connections to the business community.
- **Next Steps:** Jason and Deb will collaborate with Seth on the survey. The goal is to identify candidates by October.

7. Strategic Planning Strategic planning will remain a standing agenda item.

- **Service Assessment:** Staff is assessing service cost-expense ratios to determine potential shifts in operations in light of declining cable revenue.
- **Board Tracking:** Jason Raymond volunteered to help track and motivate board-focused items in the strategic plan, assuming the role previously held by Keith Oppenheim.

8. Executive Session Dean Pierce moved that the board enter executive session to discuss legal and contractual matters, finding that premature general public knowledge would place the organization at a disadvantage.

- Seth Mobley, Patrick Heltz, and Gin Ferrara were invited to participate.
- Motion was seconded (by Jason?) and after brief discussion approved.
- The board exited the executive session at 7:30 pm, upon motion by Dean, seconded by Jason, and approved unanimously.

9. Reminder: Media Factory BBQ The annual BBQ is scheduled for August 24, 2026, at 5:30 pm.

- **Location:** Oakledge Park.
- **Catering:** Sugar Snap will provide the catering.

10. Other Business

- **Events:** Gin Ferrara shared updates on upcoming events, including Art Hop (Sept 11-13), a Listening Lounge (Aug 20), and the Pause and Play pet video deadline (Sept 21).
- **Internships:** Fall 360 Internship applications close on August 27.
- **Website:** Patrick Heltz expects to provide a final report on the new website in September.
- **Projects:** Eric Agnero reported on a talk show project regarding French connections.

11. Adjournment Duane Peterson moved to adjourn. Eric Agnero seconded. **Motion passed.** Meeting adjourned at 7:41 pm.