

Urban Media Arts
Board Meeting
November 21, 2024
7:05pm

Attendance - Lori, Eden, Emanuel, Brian, Lissette, Tina, Adam, Karen

Absence - John

Guest - Katie Bowdrige

President's Comments - Welcome to Kaite, Kaite introduced herself

Approval of October minutes - Edem motions, Lissette 2nd all in favor October minutes passed

Election of Officers -

President Eden nominates Emmanuel, Brian 2nd role voice vote all in favor
VP, Karen nominates Lissette, Eden 2nds roll call to nominate Lissette,
Voice vote all in favor Lissette is VP
Treasurer - Lori nominates Brian, 2nd by Karen voice vote all in favor
Clerk Lissette nominates Lori, Eden 2nd voice vote all in favor all in favor

Strategic Plan Update

Two hour work meeting was an idea but we aren't there yet
Go through needs assessment process with the community
Hire someone to help with it (consultant)
Meeting with colleagues to learn more

It is a mid contract one for us since it is needed whenever we do cable negotiations
We need to listen to the community and there is post covid world

Why are we not working with the community right now?

We don't have the staff is biggest problem
We have tried to partner with high school partner who does not seem to communicate
With us

ED met with new school superintendent

We can try to set up a meeting with JIm Valente

ED inherited an organization that community partnerships was not a big focus
Working on a podcast to explain to the community
How are we spending our resources and are we doing it responsibilities

Cable funding isn't for strategic planning
We want 100% of cable funding for community programs
Need to find out if summer programs if cpr, Cori etc is required

Can we find someone to teach on a per diem basis?
There are a lot of steps needed

If we have a grant timeline varies probably 3 to 6 months

Mass Nonprofit Network -Felicia attended a meeting
Said 8 to 10 months with mediator, stakeholders
Can we do intermediate goals to help with self sustainability

There is no foundation at UMA from a long term establishment

UMA is covering Thanksgiving Game
Working on strengthening relationship with city and school system

Trying for grants
Can move forward with gathering information

Buske Group helped us 5 years ago and is familiar with UMA
If we use them that part would help
Do we need to do a RFP(request for proposals) - we aren't required to
With the signing of the city contract the 5 year plan is finalized
Buske group also knows community media really well
ED would like to provide due diligence and look at every aspect
Should we do a RFP then decide
What is the time and cost

We currently have 5 employees
We should be acting like a start up and not solving for problems we don't have
We are doing a lot of administration rather than starting programs
Do we really need a 3rd party to tell us where our deficiencies are
We could use a quick immediate strategic plan for the year
We need to do more programs etc.
We need to try and generate income now

We need to be realistic - we don't have the staff, money etc right now
Staff is working at capacity

ED thinks a 1 year plan is a great short term solution for long term problem

Strategic Plan involves staff and board

We need to let the community know we want to do things but need support

UMA won't be gone in a year but we want it to be better not suffering

Since Halloween many people have come in and getting more involved

Riverworks Came in and did a program

Housing Families Youth afterschool are doing a program

CCC, ABCD, YMCA etc using us the past 6 months

Malden Overcoming Addiction is looking at UMA for future programming

Motion to have ED do a 1 year Strategic Plan by Eden, 2nd by Lori
Tina feels she can put a draft together

Amend motion to include RFP for outside party for long term strategic planning

Motion is to have Ed do a 1 year Strategic plan and include an RFP for outside party for
long term strategic planning

Motion made by Eden, 2nd by Lori

All in favor - motion passes

Bylaws Update

We are using Rob Di Marco's legal help

Draft was sent out with meeting reminder

Probably 80% of language was amended

Tina and Emmanuel went through it line by line

Their notes were used to accept and ask questions which we got

Bylaws language had to be consistent with the contract with the city

Brian sent us some suggestions

Law Office (Katie) had a question regarding secretary vs clerk title

When bylaws are fully available we may need a separate meeting dedicated to it

All board members need to have an UMA membership

Updated bylaws gives people 3 year terms, 2 consecutive terms

Subcommittee update

Subcommittees need to meet at least yearly,
email Emmanuel with suggestions/changes

Standing committees

Specialized committees

Board member on each, co chair does not have to be on board

Executive compensation committee is potential speciality committee

Would like all staff to be part of a subcommittee

Except for executive committee, community members can be part of

Chair reserves the right to call a special meeting to vote on new members

ED update

Mass Cultural Council - did not get the grant

Did receive \$5000 UP initiative grant

Waiting on Malden Cultural Council two grants

1 community wide calendar \$8000 grant

City, school, chamber, creative Malden etc community wide calendar

2 art gallery salon - interactive salon in January \$2500?

Halloween was successful

Individuals and groups coming through

Working on planner tool in office 365

Media Maker mixer in late Jan/Feb for conversation, refreshments, some dialogue etc.

Plan is quarterly partnering with Chamber for locations

Launched RFP for ceiling drop in common areas

Studio areas will not be done

Funding comes from Senator Lewis Office

Carpet to be replaced and some painting done

Will need extended closure to probably 2nd week of January

Mandatory walk through for RFP to be accepted

UMA met with Superintendent's Office which went well

Superintendent wants to to a message to teachers and parents

City contract needs to have a recorded vote to execute the contract with the city

Resolution for board to consider to designate ED as signor to officially sign off for the contract with the City of Malden

Will include written words as attachment to minutes

Eden motions to approve the resolution and Lissette 2nd - motion was approved by all and passed

Finance Update

There is an increase in grant revenue
Since the end of June grant revenue has gone up
Grants help fund UMA's activities
Earmarks funds bring us higher since they also are included in grants

Having a grant writer (Felicia) has made the difference
Felicia does the work and understands the vision of UMA
She also works on making connections and works on client management etc.
She has done an excellent job

Upcoming meetings

Are we comfortable taking December off as a regular board meeting
3rd Thursday is December 19 keep the meeting
Try to avoid Feb and April vacation
Jan- March meet at City hall - UMA not available

Eden motions for executive session Lissette 2nd for purposes of personnel discussion
Discussing in general public can be detrimental
Meeting will adjourn in executive session
Roll call vote
All in favor executive session started

Executive Session-Personnel discussion
Brian motioned to adjourn, 2nd by Eden roll call vote
All in favor
Meeting adjourned at 9:29pm