

URBAN MEDIA ARTS EXECUTIVE DIRECTOR UPDATE March 20, 2025

Administrative/Facility –

The ED is still actively looking for a property management company for the Arrow Condo Association and hopes to have something solidified within the next few weeks as the current contract with APM property management will end on May 1, 2025. ***If any board members have a recommendation for a local small management company, please let the ED know.***

City of Malden –

UMA assisted the City of Malden in recording and editing out this year's State of the City program which can be viewed [HERE](#). It was a full-scale Team effort with Terlonzo, Felicia and the ED at the event to make it a multi-camera shoot, and Aliyah spent about a week editing the multitude of video's, graphics and audio together. Great job TEAM!



We also found out about Senator Markey's town hall event on Saturday, March 8th late, but managed to reach out to his office to secure rights to record and air it back on our channel. UMA's video will be available on our channel by the end of this week. The stream for the town hall can be found [HERE](#).

Staffing –

Various team members are taking vacation for the springtime, including the ED. The ED will be out of the office on March 27th and 28th and taking a full week of vacation starting April 7th.

Financials/Fund Development –

For tracking purposes, this is where the organization stands at the time of this report with its current financial goal sets broken down by area:

Fund	Budget	Actual	Percentage
Annual Operating Grant from cable providers	\$610,000	\$411,919	68%
General Operating Grants	\$30,000	\$5,000	17%
Workshops	\$200	\$300	150%
Fundraising	\$15,000	\$0	0%
Sponsorships	\$5,000	\$0	0%
Membership Fees	\$5,000	\$4,295	86%
Production Services/Rentals	\$6,000	\$3,200	53%
Interest	\$2,800	\$1,515	54%
General Donations and In-Kind Donations	\$6,000	\$786	13%
Other Income (closeout of 3 CD's, AMEX points)		\$38,473	
Total FYTD	\$680,000	\$465,488	68%

In last month's update, the ED incorrectly reported that we had accumulated \$3,450 in Paid Production Services to date, the correct number is highlighted in the table above. With the end of the fiscal quarter at the end of March, we are just below target of 75% of our budgeted income goals.

UMA has received both checks from the City for cable fees for last quarter to date as well as the \$60K in earmark funds from Senator Lewis. At this time, there are no anticipated larger funds coming in until the end of May when we should receive our next round of cable funds.

The ED is still working with Brookline Bank to explore options for a line of credit or some other funding option and hopes to have an in person update at the board meeting. The ED is still working on next year's budget and will present to the board when available.

Felicia continues to work with the ED on gathering information for the Massachusetts Cultural Council [Operating Grants for Organizations](#), a multi-year, unrestricted operating grant. Deadline is in April.

Strategic Plan Update –

Goal 1: Enhance Partnership with City of Malden and School District – No update at this time.

Goal 2: Youth Engagement – Continuing to define and implement administration for a multi-week offering of summer Youth Workshops.

Goal 3: Community Engagement – UMA's first Media Mixer has been scheduled, details are below in the Events section. The UMA team has also been working on streamlining the membership process and working to ensure policies are clear and accessible and defining specific targets for increasing member involvement and satisfaction.

Goal 4: Board Development – BOD governance policies are almost there. Lissette has set up a Microsoft Planner for the BOD tasks list.

Goal 5: UMA Team Reorganization – The ED continues to work on defining best practices for this process and identifying staffing priorities.

Goal 6: Long Term Strategic Planning – No update at this time. This is next on the ED's priority list.

Goal 7: Fund Development – As mentioned in the financial section of this report, the ED is working on establishing a line of credit with Brookline Bank and looking for larger operational grant funding.

Workshops/Events/Programs –

The ["Humans of Malden"](#) art salon had 54 attendees. The multimedia exhibit featured photos and framed quotes in the gallery space, two different screenings of video excerpts from Mapping Malden and Filmbuilding Malden, a podcast recording where attendees were invited to answer the prompt, "Name a location in Malden that holds a special memory or significance to you and why."

A seated portion of the evening featured live music from Maddie Lam, a spoken word performance from CD Collins and an in-depth discussion of how participant's view Malden. What characterizes Malden and why? What is the perspective of longtime residents vs. newcomers? How is Malden changing? How do we mitigate the negative effects of gentrification while embracing the economic vibrancy it brings?

Comments from the evening included, "One of the best events in Malden I've ever been to." "Wonderful. Important conversation. Thank you for having it." "Amazing. I'm so glad I came to this event."

At the close of the discussion, we took the opportunity to express the value of UMA – that we are about meaningful connection through media and the arts. We are about building community and connecting across differences. We promoted our membership and upcoming programs.



UMA hosted an [Intro to Photography: A FREE Hands-on Workshop](#) on March 8th that was well received and served as a beta test as a template to figure out quality control and evaluation for workshops we offer as well as instructor selection, pricing, and processing. The current market rate for a photography class is 90 min for two hours.

A reminder to board members, the [Media Mixer Networking Event](#) is next week on **Tuesday, March 25, 2025 from 5:30 to 7:30 p.m.** The ED encourages all board members to attend this event, and we have planned to have a table setup for board engagement that we will need board members to volunteer to attend to. Senator Lewis has confirmed he will be here before 6p.m. and would be happy to say a few words in support of Community Media.

The ED is currently working with the UMA team to get the summer Youth Workshops on Eventbrite and marketed to our community. Content details are still in the works, but we hope to have things solidified by early April.

UMA will hold two separate workshop series in April, [Words Move Mountains](#), a four-session virtual poetry and storytelling class for Malden residents taught by Malden's Poet Laureate CD Collins and James Mudge will be offering a certification series every Saturday in April, this will include Orientation, Studio Production, Portable Equipment and Editing. We will be heavily promoting signups for these workshops at the Media Mixer.

Partnerships –

As mentioned in last month's report, the ED and UMA team are currently in contract negotiations with the [Metropolitan Area Planning Council](#) (MAPC) to provide media services for the forthcoming heat resilience project happening over the next year.

Legislative Update –

House Bill 326 is now [Bill H.91](#) and the Senate Bill has been changed to [Bill S.41](#). Both Bills have been assigned to the [Joint Committee on Advanced Information Technology, the Internet and Cybersecurity](#). MassAccess recently came out with a very helpful PDF regarding the timeline for both of these bills and how we can help [HERE](#).