

## URBAN MEDIA ARTS EXECUTIVE DIRECTOR UPDATE April 17, 2025

### Administrative/Facility –

The ED has worked with the Arrow Condo Association's Board of Trustees to contract with a new property management company, [Aguilar Associates](#). John Mongiello Aguilar will take over as our property manager on May 1, 2025, and is currently working with APM Property Management in the transition process.

### City of Malden –

Aliyah Dominguez reports that she has spent a large portion of her time editing out three hour and a half long civic related videos over the last month and notes that Live viewership of city meetings on our channel has seen an increase since she has started posting reminders of them on social media.

The ED is currently working on a variety of reporting requirements through the city agreement that include an annual report, a three-year budget proposal, and annual expenditures to name a few. The ED will provide a complete checklist in PDF format to the UMA BOD by next month's meeting.

### 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:

#### **FY24/25**

<b>Fund</b>	<b>Budget</b>	<b>Actual</b>	<b>Percentage</b>
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	\$4,721	94%
Production Services/Rentals	\$6,000	\$4,648	77%
Interest	\$2,800	\$1,625	58%
General Donations and In-Kind Donations	\$6,000	\$786	13%
Other Income (closeout of 3 CD's, AMEX points)		\$38,473	
<b>Total FYTD</b>	<b>\$680,000</b>	<b>\$465,488</b>	<b>69%</b>

As the board will see from the table above, we are currently about 6% below income projections for the year. While next year's budget is still in the development process, it would be beneficial for us to have a conversation about how the board can work with the UMA team to enhance Fundraising and Sponsorship opportunities.

Felicia Ryan has submitted UMA's grant application to the Massachusetts Cultural Council [Operating Grants for Organizations](#), this week and decisions will be made sometime in September of this year.

Next year's budget is still currently in process.

Finally, the ED has been meeting with local banks to see if UMA can establish either a line of credit or utilize our facility as a potential emergency fund. At this time, there has not been a viable solution offered. The ED has a meeting with East Cambridge Savings Bank today.

### **Strategic Plan Update –**

***Goal 1: Enhance Partnership with City of Malden and School District*** – ED is working on contract reporting.

***Goal 2: Youth Engagement*** – Finalized youth summer workshop formats (see below) and are finalizing the Eventbrite signups. Aliyah and Anne have been training and engaging the participants of the Housing Families Afterschool Program at UMA. As organizational members, they meet weekly to do media production with the kids. They are very excited to continue this program into next year. The UMA team has been analyzing social media engagement and noted that we need strategies to engage a younger audience.

***Goal 3: Community Engagement*** – First Media Mixer held; report included as separate document from ED report. Felicia Ryan attended this year's Chinese Culture Connection gala and Zonta's Women Making a Difference award ceremony as an UMA representative. Anne and Ose continue to work with [Think Outside the Vox](#) for the two focus group sessions on accessibility to be held on May 3<sup>rd</sup> and 17<sup>th</sup>.

***Goal 4: Board Development*** – Ose has created a [Document Center](#) on the UMA website to place board meeting minutes and other pertinent documents. This is where the approved Conflict of Interest statement is available to the public. The board approved Bylaws must now be voted on by the UMA membership before they can be considered fully executed. The ED will work with the board and UMA team through this process. ***A reminder to board members, we are looking for volunteers to assist at the UMA table at the [Malden Volunteer Fair](#) from 2-6 p.m. this Saturday and the ED needs to know who would like to attend the [ACM National Conference](#) in Boston this June 24-26, 2025.***

***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*** – The ED and Felicia Ryan have formed a workgroup to start the draft of a Request for Proposals (RFP) for professional services in strategic planning. Felicia Ryan is also researching grant opportunities to fund this project.

***Goal 7: Fund Development*** – UMA is working on diversifying its funding sources by developing the youth summer workshops, applying for operational grants, reaching out to local banks and national nonprofit funding resources. We are also continuing to increase our paid production services, having contracted with the CCC for their gala and with Housing Families for their legislative breakfast. We are working on adding to and updating our paid production sheet as well.

## Workshops/Events/Programs –

The ED is delighted to report that UMA's first Media Mixer was an amazing success! So much so, there is a separate report from this document with highlights and insights.

CD Collins workshop [Words Move Mountains](#), has been rescheduled to May due to a scheduling conflict.

The ED is currently working with the UMA team to get the summer Youth Workshops on Eventbrite and marketed to our community. Eventbrite tickets should be up and open by the end of this week. Content details are as follows:

### **Urban Media Arts: Summer Youth Workshop Series**


 **Urban Media Arts, Malden, MA**


 **For Ages 10-13**


 **Monday – Thursday | 9:00 AM – 1:00 PM**

Get ready for an unforgettable week filled with creativity, exploration, and fun! Urban Media Arts invites young minds to embark on a **Multi-Media Adventure** where they'll unleash their creativity and learn the ins and outs of digital media production. Over the course of the workshop, participants will develop the skills needed to create everything from animated films to podcasts, music tracks, and more!


### **Workshop Highlights:**


 **Scriptwriting** – Craft original stories and learn the fundamentals of writing for screen.


 **Stop-Motion Animation** – Use iPads and the Stop Motion Studio app to bring your characters and creations to life!


 **Voice Acting & Recording** – Step into the podcast suite to record voiceovers and sound effects for your projects.

 **Video Production** – Get hands-on with a **Sony HDR-XR260V** camera and capture your vision on film.


 **Video Editing** – Dive into **DaVinci Resolve** to edit your footage and add that final professional touch.

 **Foley Recording** – Experiment with sound effects using iPads or a **Zoom H4n** recorder.

 **Music Composition** – Make your own soundtrack using **GarageBand** and enhance your scenes.

 **Title Slates & Credits** – Design eye-catching titles and credits using **Canva**.

Each day offers **two major activities** designed to keep kids engaged and excited about creating. **Snack breaks** will be included to recharge and socialize with friends!

 **Limited spots available:** A minimum of 3 and a maximum of 9 participants will ensure personalized attention and a truly interactive experience.

Whether your child dreams of becoming a filmmaker, animator, or audio producer, this workshop is the perfect place to start. **No prior experience is necessary**—just bring your imagination and a passion for creating!

The cost for this four-day workshop series is \$300 plus Eventbrite fees and will be 9:00 a.m. to 1 p.m. Monday-Thursday.

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**To sign up, select the ticket for the week desired.**

Two options

1. **Week 1 (July 14-17) – Ages 10-13**
2. **Week 2 (July 28-31) – Ages 10-13**

Contact [tina@umaverse.org](mailto:tina@umaverse.org) with questions.

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## **Multi-Media Adventure: A Summer Workshop Series**


 **Urban Media Arts, Malden, MA**


 **For Ages 14-17**

 **Monday – Thursday | 9:00 AM – 1:00 PM**


Step into the world of **advanced digital media production** this summer at **Urban Media Arts!** Designed for older teens eager to take their creative skills to the next level, the **Multi-Media Adventure** workshop will guide participants through the complete process of producing high-quality digital media projects. From scripting and story development to filming, editing, and sound design, this workshop will provide the hands-on experience needed to bring unique ideas to life.


### **Workshop Highlights:**


 **Scriptwriting & Story Development** – Learn professional methods like the **Parker & Stone method** to develop engaging stories and characters for film or animation.

 **Portable Video Recording** – Use **Sony HDR-XR260V** cameras to capture professional-grade footage and bring your visions to life on screen.

 **Video Editing** – Master the art of **video editing** with **DaVinci Resolve**, a top-tier software used in the industry for seamless post-production.

 **Foley Sound Recording** – Get creative with sound design by capturing your own **foley** effects using an iPad or **Zoom H4n** recorder.

 **Title Slates & Credits** – Add the finishing touches to your project with professional-looking **title slates and credits** created in **Canva**.

 **Music Composition** – Learn to compose original music using **GarageBand** to create the perfect soundtrack for your work.

Throughout the program, **two major activities** will be featured each day, keeping the momentum high while building valuable production skills. **Snack breaks** will be included to recharge, relax, and socialize with fellow creatives.

⚠ **Limited space available!** With a **minimum of 3** and a **maximum of 9 participants**, you'll enjoy personalized attention and a tailored, interactive experience.

Whether your teen is passionate about filmmaking, storytelling, or creating cutting-edge media, this workshop is the perfect opportunity to dive deep into the creative process. **No prior experience required—just a passion for creating and learning!**

The cost for this four-day workshop series is \$300 plus Eventbrite fees and will be 9:00 a.m. to 1 p.m. Monday-Thursday.

**To sign up, select the ticket for the week desired.**

Two options

1. **Week 1 (July 21-24)**
2. **Week 2 (August 4-7)**

Contact [tina@umaverse.org](mailto:tina@umaverse.org) with questions.

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In Neighborhood View news, Anne reports there is a new potential member of our Advisory Board – Jim McKeever, who has been enthusiastically providing helpful information & support and that there is a new person who is interested in teaching journalism classes, and Anne is currently working out the details with her. Anne has also contacted the Institute for Nonprofit News to confirm that NV has now met all requirements for full membership.

Meanwhile, Neighborhood View has published four stories in the past month by four different journalists. All the stories had very good visibility and positive comments on social media.:

- [Who was Adelaide Breed Bayrd? Malden philanthropist lived a life of learning, adventure and giving back](#)
- [With a little help from \[our\] friends: Community support for Malden's Housing Families](#)
- [Forty years later, the Malden Neighborhood Basketball League is still about the kids](#)
- [Art Carl Jewelers: "A smorgasbord of anything and everything you can imagine"](#)

Ose Schwab reports that the rollout of the Malden Events calendar to key stakeholders is progressing nicely. She has met with the Malden Recreation Department and Kiwanis; both expressed excitement about the project. She is reviewing a more automated and up-to-date tool for the calendar that uses AI to scrape existing calendars (less manual upkeep) and we are on track for a public launch in September.

### **Partnerships –**

We have a finalized draft of a contract with [Metropolitan Area Planning Council](#) (MAPC) to provide media services for the forthcoming heat resilience project happening over the next year. UMA is waiting for the DocuSign document to be finalized.

We are also co-collaborators with Friends of the Malden River & Malden River Works for a program that pays youth to be "Media Makers," creating media that builds environmental awareness. UMA will receive a portion of the grant (in addition to their organizational membership) to help the Media Makers with training and technical support.