URBAN MEDIA ARTS EXECUTIVE DIRECTOR UPDATE March 14, 2024

Administrative/Facility – The Executive Director has been addressing administrative needs for the organization over the last month. Gathering and archiving organizational documents such as the Deed for the facility and the Articles of Organization, following up on the Secretary of State website to ensure the organization is properly listed, and all annual reports have been filed. The ED also applied for an Occupancy Certificate from the City of Malden as a business. The city had no record of this having been done for the organization and UMA now has one as of March 6, 2024. UMA needs this certificate to apply for a "Doing Business As (DBA) Certificate" from the City of Malden. The DBA certificate is needed because our official business name is Community Access Television for Malden, Inc., however, we receive checks and paperwork often addressed to Urban Media Arts.

The ED has also signed a contract with a new Payroll company, Commonwealth Payroll & HR. We met them through the Chamber of Commerce and believe they will be a much better fit than PayChex for our organization's needs. We will officially switch to the new company for the April 15th pay period.

The Feasibility Study RFP is almost complete and the timeline for submissions will begin in early April. **It should be discussed with the board if the RPF will need to have board approval before posting as it will be a $25,000 expenditure.** The RFP may not need approval from the board to post, but most certainly will in order to award the contract. A reminder to the board that $17,000 of this will be reimbursed by the Mass Cultural Grant we received.

The ED continues to work with APM property manager, Juan and our lawyer, Rob to define appropriate language for a vote on moving forward with the sub-meter project as well as a special assessment to eliminate a deficiency in funds for the condo association. We hope that work will be accomplished by next month's UMA board meeting.

It has been brought to the ED's attention that the board would like the work on an organizational strategic plan to begin and while the ED agrees, there are a few projects in play right now that will have a significant impact on how that plan is designed. One is the feasibility study, which will help determine what we can do with our existing space and what will be needed for funding to accomplish that. The other is an accessibility strategic plan. UMA is currently in the process of creating and Request for Proposals (RFP) to hire an expert consultant to draft an accessibility strategic plan that would include a focus on our communications (website, social media, etc.), a language access plan and utilize the feasibility study to identify areas of priority within the facility in creating accessibility. UMA has been granted funds through the UP initiative to pay for the consultation. Both projects should be completed no later than the end of our fiscal year in June.

City of Malden – The ED and our lawyer Rob Di Marco met with Ron Hogan on Wednesday, March 6th to discuss the 3rd Party Agreement. While it was great to finally discuss this vital agreement in person, there is still a significant amount of language that needs to be revised for both parties to feel comfortable. Rob is revising the language, and it is the ED's hope that we will again meet to discuss revised language soon. **The board should discuss wither the agreement needs to be put up for a vote or not.** The ED believes that the Board President's and ED signature should be enough for the agreement but would like to confirm.

It should be noted that as part of the agreement, the city is asking for much more transparency in operations and significant reporting from the ED. These are all acceptable terms, however; it is advisable moving forward that the UMA Board of Directors meetings be televised live from the UMA studio when they are held there and that all board meeting minutes and UMA's annual budget be posted to the UMA website. Ose Schwab has been advised of this requirement and is working on a solution for this. Another term to the agreement is for UMA to provide a dedicated Civic Engagement Specialist to work with the city and the ED is in the process of posting to fill that position.

Unfortunately, the city has decided it will now **"hold"** payment of any cable funds and to use said funds to pay for legal fees for the negotiations of the agreement until it is fully executed. UMA's hands are tied in this regard. There is nothing the organization can do other than press our lawyer and ultimately the city to the finish line on this agreement. Again, the ED hopes to accomplish this within the next few weeks.

Staffing – The ED will be traveling to Washington D.C. next week to take part in the Alliance for Community Media's Hill Day. The ACM is coordinating Congressional and FCC visits with community media organizations across the country to ensure that community media operations continue to serve local information needs and to specifically oppose **H.R. 3557.** Here is a great article detailing the harms this bill could cause: **NLC**

As mentioned previously, the ED is in the process of posting for a new part time Civic Engagement Specialist as well as finalizing details to bring in on-call video professionals to assist with community and paid productions.

Lastly, with James Mudge modifying his hours, he is now working on Saturday's (through May) and UMA would like to beta test being open to the public every Saturday in April. The UMA team is working on promoting this to the public with an emphasis on touring the facility, scheduling training and offering reservations. **We are looking for volunteers to be at the front desk to greet visitors, answer phones and provide tours of the facility if need be. The hours would be from 10 a.m. to 2 p.m.** James would be available to provide training and equipment check-outs. Ideally, volunteers would commit to one of the Saturday's so we could put together a schedule of coverage.

Financials/Fund Development – Felicia Ryan submitted a grant application to Adelaide Breed Bayrd Foundation for $25,000 in general operating assistance in February. She is in the process of researching and gathering material to submit to the Massachusetts Culture Council for an operating grant and we just received word from Senator Lewis's office that Catherine Clark is accepting grant applications for earmark funds for program development that we will be looking at.

The ED has been working with M & T Bank to update the information on the 3 CD's Malden Access Television has with them. The CDs mature this month, and the ED was looking at cashing them out to move to Brookline Bank and to use the funds from these CDs to pay for the upcoming Feasibility Study. This is something the ED has been working on for the last few months and part of the process includes receiving the DBA Certificate from the city.

It has been the ED's expectation to start on the FY24-25 budget this week, however; with the city holding this round of cable funds, it is difficult to determine an average of cable income to estimate next year's budget. The ED believes that there will need to be significant budget cuts in this next year that

will most likely result in staff restructuring. The organization needs to prioritize staffing for the Civic Engagement Specialist, an Education Coordinator and production. If all goes well in the negotiations with the city and cable funding is received in a timely manner, the ED hopes to have a proposed budget for the board's approval at the April board meeting.

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	$635,000	$277,325	44%
General Operating Grants	$80,000	$6,550	8%
Workshops	$500	$0	0%
Fundraising	$50,000	$6,325	13%
Sponsorships	$15,000	$500	3%
Membership Fees	$6,000	$3,205	53%
Production Services/Rentals	$5,500	$3,035	55%
Interest	$2,000	$2,235	112%
General Donations and In-Kind Donations	$6,000	$1,465	24%

Two other financial notes: UMA is in the process of moving our financials to the online version of Quickbooks. The ED believes this will accommodate the need for uploading receipts and streamlining the organization's financial processes. And unfortunately, UMA had to make the difficult decision to postpone the Moroccan fundraiser to early next spring. There was just not enough time to market the fundraiser and get enough people signed up for this June.

Productions – A multitude of productions have been happening at UMA and around the community in the last few months. **Contra-Verse Open Mic** has been a welcome addition to the bi-monthly productions in Studio A. "In the UMAverse" has its own **webpage** now and one of our interns has converted two of the episodes into a podcast as well. There will be an additional episode recorded on March 28th centered around a discussion on disability & accessibility. The YWCA teen members have been enjoying their experience so much at UMA that they are now planning a regular podcast starting in early April.

UMA is also excited to report that through a partnership with the Malden Recreation Department (MRD), UMA recorded a basketball tournament on Saturday, March 8th of the **Al Locke Basketball League** (6th, 7th & 8th Grade) and the **Arthur P. Boyle Basketball League** (4th & 5th Grade). This was part of a beta test to see if UMA has the resources to provide such services to the MRD and if UMA can stream live events. While the live stream was not ready by the time of the event, both the MRD and UMA are excited about the potential of additional community youth sports coverage.

UMA also provided recording coverage for this year's **State of the City** event, the Diversity, Equity, Inclusion Seminar held at City Hall and two paid productions, the MLK event held at Emmanuel Baptist Church and the CCC's Lunar New Year celebration. UMA also provided short form social media videos to Gallery 57 to celebrate Black History month by highlighting local black artist. The Gallery received grant funding for this project and passed some of those funds onto UMA for the video production.

Workshops/Networking Events – UMA is excited to be hosting the **Making the Cut: A Filmmaking Master Class** on Saturday March 23rd. As the board may remember, award-winning filmmakers Anthony Martinez, Anders Johnson, and Jamie Elliott utilized our facility to make the short film "E.P. 313" in December and this workshop is the accumulation of that project. The workshop is free to UMA members and $25 for non-members.

Planning for next month's **Mass. Memories Road Show** is in full swing and is garnering a great deal of attention from around the community. A reminder that this event will take place at the Senior Center on April 27th. What 3 pictures will you bring?

UMA is once again partnering with Malden's poet laureate CD Collins to provide a four-part workshop series: **Courageous Poetry** starting in April.

The newest exhibit has been installed in the UMA Gallery; **MENTAL MAPPING: The Art of Exploring Connections.** The artist is an MIT-affiliated neuroscientist who traces the underlying networks of the brain, and art, in a humanities context. An Arts Salon for the exhibit is in the works for Wednesday, April 10th.

And finally, in Neighborhood View news; the ED, Anne and Felicia met with representatives from INN to finalize details for a provisional membership on Monday, March 11th. This team will meet again to define next steps, which include working with the board of directors to establish an advisory sub-committee for our citizen journalism program.

A new article has been published: **Opinons collide over bike & bus lanes in Malden** by Sabrina Monteiro and there are currently a multitude of articles in the works, which include:

- Cannabis retail in Malden – how is it going?
- Habitat for Humanity housing site on Main St.
- Profile of Rev. Gerry Whetstone of the Malden Warming Center
- Malden Disabilities Commission – what do they do & what are they currently working on?
- Revisiting Suffolk Square – a Malden neighborhood lost to urban renewal
- Creative Malden & the Gallery@57
- The Future of Maplewood Square visioning project