URBAN MEDIA ARTS EXECUTIVE DIRECTOR UPDATE MAY 9, 2024

Administrative/Facility – The Executive Director has coordinated with the Clerk of the UMA Board to ensure that our Secretary of State **website** is fully updated with the correct Board of Directors and now has the correct Fiscal Year start date. UMA's listing is now 100% accurate and there is an internal documented process in place to ensure the listing stays updated moving forward. The ED has also worked with the Board President to update all needed paperwork with Brookline Bank to update the signers on our bank accounts.

The Feasibility Study RFP is almost complete and will be posted on May 15th. Board members may review the RFP **HERE**. PLEASE NOTE: This is not a finalized draft but is very close. Once all proposals have been submitted and scored via the proposed system, the ED will present the preferred contractor and contract to the BOD for approval. If there is more than one candidate, the BOD will be asked to review them and award the contract to the preferred candidate.

The Arrow Board of Trustees will meet on Wednesday, May 15th to vote on moving forward with the sub-meter project and a special assessment to eliminate a deficiency in funds for the condo association.

It has come to the ED's attention that UMA's **Operating Rules and Procedures** have not been updated since 2009. As UMA is required to provide an updated version to the city as part of the contract agreement, the ED is working with the entire UMA Staff to update the document in a timely manner. The ED believes that the BOD may have to vote to accept the updated version as part of the bylaws before they can be implemented.

In the ED's last report, it was noted that UMA was in the process of creating a 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. It has been decided that this is not the best use of our UP-Grant funds at this time and instead are utilizing those funds to hire a consultant for the language access plan (part of the city contract requirements) and to fund a user advisory board, made up of community members with a variety of disabilities. The advisory board will receive hourly stipends for their work and will generate a list of ways (long term & "low hanging" fruit) to make UMA's programs more accessible.

City of Malden – At the time of this report, the contract with the City of Malden has yet to be finalized. The ED is waiting for Ron Hogan from the City to review the most recent draft and schedule a time to meet to finalize. The good news is that the City did cut a check for operating funds to UMA, which will be reported on in the financial section below.

In the meantime, the ED is creating a checklist of items that the city will require from UMA moving forward and is beginning the organizational work to meet these requirements. A full list of annual requirements will be internally documented and adhered to moving forward.

Once the contract is finalized and signed, the ED and Director of Operations, Terlonzo Amos will meet with Ron Hogan and the new Communications Director at the city to discuss a plan of services and needs.

Staffing – The ED has finalized the job posting for a new part-time Civic Engagement Specialist and details to bring in on-call video professionals to assist with community and paid production. The ED is working with HR consultants from our new payroll company, **Commonwealth**, to ensure the CES posting is widely available for diverse applications.

The ED is working on creating a Job Posting for an Educational Coordinator position at UMA. This position will not only focus on reestablishing the relationship with our school district and create youth focused programing and services but will also be asked to assist with the development and implementation of a multi-faceted workforce development program that UMA hopes to launch within the next two years. Felicia Ryan is currently creating a draft for a multi-year General Operating Grant from Mass Culture (due June 13th) that would be approximately $55K to and would fund the position.

The UMA staff wanted to take a moment to thank all the Board volunteers for assisting us in a variety of ways over the last few months. From helping at the front desk on a weekly basis (thank you so much Lissette!) assisting in sorting through video tapes, attending UMA events and even helping with community recordings. Your assistance is making a big impact in our community and with our organization and we greatly appreciate it!

Lastly, the ED celebrated two years with UMA on April 25th! What a wild ride it has been, but honestly, worth every moment. The ED greatly appreciates the opportunity to work with such dedicated and passionate individuals in a community focused environment. Our family thank all of you for your support over the last few years and look forward to many more adventures to come in Malden.

The start of our family adventure!

UMA Fundraising, what fun!

Love Scoot-Scooting to work!

Financials/Fund Development – The ED is delighted to report that we received operating funds from the City of Malden on April 30th for a little over 180K. This is about $25k more than the ED expected and will assist in providing an average that UMA may expect on a quarterly basis. Per the new city contract, the ED will ask the city to provide the Gross Annual Revenues Reporting Form from both Comcast and Verizon so that the organization has those documents to refer to.

The FY24/25 Budget will be presented at this week's board meeting and should be sent along with the board packet for prior review. PLEASE NOTE: The green highlight is to note that UMA has pre-paid the condo fees for the remainder of the FY to assist the association in paying bills. The yellow highlight is

where the line item where the funds were associated with the remediation and repair of the sewer line catastrophe from last fall. UMA is still waiting for reimbursement of this cost from the condo association. Both items will be addressed at the meeting on May 15th.

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	$457,539	72%
General Operating Grants	$80,000	$6,550	8%
Workshops	$500	$206	41%
Fundraising	$50,000	$6,347	13%
Sponsorships	$15,000	$500	3%
Membership Fees	$6,000	$3,335	56%
Production Services/Rentals	$5,500	$3,330	61%
Interest	$2,000	$2,882	144%
General Donations and In-Kind Donations	$6,000	$1,465	24%

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 last piece will be for the BOD to vote on a Resolution authorizing the Board President, Treasurer and ED as signers.

In **Fund Development** news; Felicia Ryan has submitted a request for $50K of earmark funds to Senator Lewis's office on May 1st. These funds will allow UMA to continue the repair on the ceiling of the facility. She is also submitting for a General Operating Grant of $55K from the Massachusetts Cultural Council due on June 13th. Felicia has also been gathering a great deal of information on various development strategies through online presentations on Federal Grants, taking classes with the Non-Profit Institue on Major Donors programs and the Malden Chambers social media classes to pass on information to our Marketing Director on how to build skills for how UMA targets our social media. With this and additional training/resources she is pursuing, the ED directed Felicia to return to the initial draft of her Fund Development plan and pull-out bullet points to develop a short-term/long-term strategic plan. She also intends to reconvene the UMA Board Development/Events committee within the next month to discuss potential fundraising activities and get feedback on potential donor databases. Lastly, Felicia has been doing research on various Malden based banks who have charitable arms and creating accounts and applications for these businesses.

In other financial news, our IT contractor is currently working on moving our QuickBooks accounts to the online version and this should be accomplished before next month's board meeting. Ose Schwab has worked on developing a business plan for the **Malden Events** website that could include a steady source

of income through featured events and ads. This plan will include an extensive community outreach plan to be implemented this summer/fall to engage key stakeholders and our community to utilize this unique resource.

Workshops/Events/Programs – On Saturday March 23rd UMA hosted a masterclass taught by the production crew of the Episode 313, recorded at UMA. The three-hour workshop included two film screenings, interactive discussion between the director and the actors, refreshments, and tips and tricks talk by producers for aspiring filmmakers. Among the attendees were some members, several aspiring filmmakers (one from Cuba another from Haiti), several folks who had not heard of UMA, various members of the community, including a staff member from **BIG** (Brookline Interactive).

Ose Schwab recently sent out a **NEWSLETTER** to our community filled with information and photos of many of the events and happenings at UMA. The newsletter contains information on **The Art of Joy** exhibit at Gallery 57, the City of Malden's **Climate Action Plan** (CAP), **Malden Porchfest,** a recap of Mass Memories Road Show and the **Green Malden Fair** as well as the following stories from **Neighborhood View**:

- **The war in Ukrainian from afar: locals with ties to the region reflect**
- **Habitat for Humanity provides homes for a select group of Malden residents**
- **Put Malden on the map: A growing city takes pride in its up-and-coming arts scene**
- **Malden Disability Commission works to make city accessible to all**

The current UMA Gallery exhibit **MENTAL MAPPING: The Art of Exploring Connections** by artist **Joshua Sarinana** is generating quite a bit of interest and Anne D'Urso-Rose and Ose Schwab have been working together to coordinate a Culture Matters podcast and a roundtable on May 9th with Malden community members discussing the intersection of art, AI, and neuroscience. The artist is also assisting in adding multimedia elements to the existing two-dimensional art. An Art Salon is currently in the works for some time in June.

Partnerships – Partnerships are a new area of reporting in the ED's report, however; are a primary focus for the UMA Team. Wrapping up the ARPA Funded Filmbuilding program, Ose Schwab completed a wonderful comprehensive **Final Report** for the City of Malden.

UMA is also partnering with the **Porchfest** planning committee to create a digital story from the crowdsourced video, text, photos, and sound files to be collected online and created a 5 x 7 card and **web page** that provides instructions to the attendees of on how to submit their footage. The Porchfest planning committee will print the cards and assist in distributing them on the event day.

Ose Schwab has been leading a partnership with the City of Malden regarding the Climate Action Plan. She has created a **web page**, hired a filmmaker to create a promo and social media video and highlights of the Green Malden Fair.

And two more additional highlights, Terlonzo Amos bumped up UMA's Paid Production earnings this year by recording the North Shore Hispanic Association Annual Fundraiser last month and Anne D'Urso-Rose was asked to give a presentation on the work UMA has been doing around accessibility (through the UP-Innovation Fund & Malden Reads) to the Malden Disability Commission. Using **these slides** to guide the presentation, the presentation was very well received and appreciated.

Legislative Update – The ED traveled to Washington D.C. in March (Cherry Blossom Season!) to take part in the Alliance for Community Media's Hill Day. The ACM coordinated Congressional and FCC visits with community media organizations across the country to specifically oppose **H.R. 3557** and to ask for support for the PROTECTING COMMUNITY TELEVISION ACT (**HR 6219/S 3361**). The ED joined two other Massachusetts ED's and visited with over fifteen (15) different Senators and Congress members from across the nation. Our work alone resulted in five (5) more signers in support of HR 6219/S 3361.

And the ED is VERY excited to report that the Joint Committee on Advance Information Technology, the Internet and Cybersecurity will be passing both **S.34** and **H.74** out of committee with a **FAVORABLE** recommendation! Essentially, the bill now states that a commission will be formed which will meet at least annually. The main goal will be to discuss and establish the percentage of streaming's gross annual revenue they must pay for their use of public rights of way. Massachusetts PEG centers will receive these funds annually to make up for the lost franchise fee revenue. What's next, you say? Well, the bills are with the House and Senate Clerks' Offices now and likely will head to Senate Ways & Means and the House Ways & Means, respectively. While it's possible that the bill will move forward on its own, it's

also quite possible, even probable, that it would get attached to a bigger piece of legislation, such as the yet incomplete Senate Budget Bill or the Municipal Empowerment Bill. The ED is closely monitoring these bills as they will have a very positive impact on UMA's financials down the road.