**URBAN MEDIA ARTS EXECUTIVE DIRECTOR UPDATE June 20, 2024**

**Administrative/Facility –** The Arrow Condo Association BOT approved a vote on May 15th for a one-time special assessment to fund the water sub-meter project, build a reserve fund and to reimburse UMA for the expense of the sewer line remediation last year. The breakdown of cost are as follows:

Sub-Meter Project: $8,856.00
Reserve Fund contribution: $3,500.00
Sewer Reimbursement to UMA: $5,850.00
APM Project Fees: $442.80
**Total: $18,648.80 =** 4 units: $4,662.20

PLEASE NOTE: UMA will not be responsible for ¼ of the Sewer Reimbursement, that amount will be deducted from the total amount and the remaining balance will be a credit to UMA for our monthly Condo Fees, totaling $4,387.50. The ED agreed to this as it allows the condo association to have funds to pay bills and make sure the Sub-Meter project can move forward yet this summer. Once the Sub-Meter project is completed, all owners will be responsible for their share of water usage, and it will be a charge above and beyond what is paid for Condo fees. UMA will have its own separate water meter and will pay their own water bills. This will allow the Condo Association to have a budget that will cover all costs, build a reserve fund and not raise the Condo fees.

The ED is delighted to inform the board that UMA received two exemplarily proposals for the Facility Feasibility Study. Both are included as attached links to the firm's name in this report. One from **Scott Payette Architects LLC** (He assisted UMA on feedback of our writing of the RFP) and one from **UX Architecture Studio**, who did the feasibility study for the Malden Arts and Culture Center! Terlonzo, Felicia and the ED are currently working on reviewing the two proposals, and each are scoring them using the RFP scoring method. Felicia is also contacting two references from each firm to ask additional questions regarding the firm's services and satisfaction. The team will meet on Tuesday this week to compare scores and notes, and it is the ED's hope to propose a winner at this week's board meeting. PLEASE NOTE: At the time of writing this report, there is more information that may need to be acquired before defining a clear recommendation; including potential walkthroughs of recent projects and interviewing both firms.

Anne D'Urso-Rose sent an email to the board earlier this month with the exciting news that UMA has been awarded a provisional membership to **Institute for Nonprofit News**!!! For UMA to be a part of this organization opens a ton of different opportunities to enhance and support our Citizen Journalism program. For UMA to move from provisional to full membership status, the Conflict-of-Interest Policy and the NV board sub-committee will need to be established and implemented. The deadline for that is August 31, 2024.

In other admin news; after fifteen long months of trying to get Google to change our name on Google Maps to **Urban Media Arts**, we have finally succeeded!!! The ED has been working with and discussing with staff making social media posts to draw attention to city and school district meetings. It has been decided that these will take place regularly after the summer break.

Lastly, the UMA team has been working on identifying gap areas in processing and engaging our members. The team has been working together to create areas of improvement and assigning tasks. Our hope is to continue working through the challenges to create an effortless experience for our members in many areas. This will also allow UMA to gather feedback on services and future workshops.

**City of Malden** – At the time of this report, there are no new updates regarding the 3rd party agreement with the City. The ED contacted our lawyer and asked him to contact Ron Hogan at the city to see if we could finalize it in July. The ED has also started reviewing requirements for the annual report the contract requires to City Council.

**Staffing** – Terlonzo Amos and the ED have been in the process of interviewing candidates for the Civic Engagement Specialist position for the last two weeks. To date, they have interviewed four qualified candidates and plan to meet this Thursday to discuss the scoring process, initial interviews and decide if any of the candidates will move onto a second interview. It is the ED's intention to hire the right person for this position and wants to ensure we take the time to find that person. The position could potentially be filled by the end of July.

In other staffing news, as part of the movement forward on UMA's Accessibility Plan, UMA needed to designate someone in the organization as our Accessibility Coordinator and Anne D'Urso-Rose has agreed to take on the title. With her work through the UP initiative and knowledge in accessibility challenges, the UMA team feels she is the perfect person for the role.

Lastly, Felicia Ryan and the ED will be traveling to San Jose, CA next week for the **annual ACM conference**. This year's conference will be hosted by **CreaTV** at Open San José, a space of collaboration and vision powered by creativity and technology. **Open San José** is an innovative collaboration project that the ED has been eager to explore as the vision and model of this successful project could be easily adapted to the Malden community's needs. The ED looks forward to providing information to the board after the conference.

**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 | $635,000 | $457,539 | 72% |
| General Operating Grants | $80,000 | $11,550 | 14% |
| Workshops | $500 | $206 | 41% |
| Fundraising | $50,000 | $6,446 | 13% |
| Sponsorships | $15,000 | $500 | 3% |
| Membership Fees | $6,000 | $3,590 | 60% |
| Production Services/Rentals | $5,500 | $3,330 | 61% |

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|---|---|---|---|
| Interest | $2,000 | $3,347 | 167% |
| General Donations and In-Kind Donations | $6,000 | $1,590 | 27% |

In **Fund Development** news; we were advised at the end of May that Senator Jason Lewis earmarked $60,000 for UMA for "capital improvements" to our facility. This was specifically requested to cover the cost of the internal roof and drop ceiling repair. Thank you, Senator Lewis!!! Felicia Ryan also submitted a proposal to the Mass Cultural Council a few weeks ago for their **FY25 Operating Grants for Organizations.** This is an exciting opportunity for UMA. If awarded, it could potentially be up to $60,000 a year for multiple years (3-5) for operating expenses. UMA was also advised by **Adelaide Breed Bayrd Foundation** (ABBF) that we were awarded $10,000 this year and we have already received the 1st half payment of $5,000. Felicia has also been tasked with providing a report for the board to outline what she has submitted for this fiscal year and what is received. That report will be available at the August board meeting.

Our IT contractor has seamlessly moved our QuickBooks accounts to the online version, and the staff is currently training and utilizing the online version. Lastly, we will discuss UMA's initiative of the **MOROCCO** fundraiser at this week's board meeting and how the UMA Board can help make it a success.

**Workshops/Events/Programs** – Gallery UMA's current exhibit, **Mental Mapping: The Art of Exploration** is a complex and multidisciplinary photography and technology project that has provided many opportunities for recorded conversations, including a **PODCAST** with the artist and a **VIDEO ROUNDTABLE.** There will be an interactive **ART SALON** held at UMA on Wednesday, June 26th from 6-8p.m. and we hope Board Members will be available to experience it.

Participants of the Courageous Poetry workshop offered in April read their final pieces as part of the ControVerse Open Mic production on June 1st.

And Neighborhood View has produced a few more articles:

- **Building community momentum: The future of Maplewood Square**
- **Suffolk Square remembered: The epicenter of Malden's Jewish community lost to urban renewal**

The Maplewood Square story has received over 900 views since it was posted and the highest numbers of views in a single day. The Malden Advocate published the Maplewood Square story in their publication a few weeks later, adding to the story's readership. The Suffolk Square story (just posted) was the result of several months of collaborative research and discussion amongst the NV team

Lastly, Anne, Ose, Felicia and the ED have been working as a team to create a sustainable plan to utilize the funds UMA received from the UP Grant, which focuses on funding accessibility within the organization. The team is prioritizing two areas, a language access plan and a full accessibility plan that will include an advisory board. The ED looks forward to providing additional updates as they come.

**Partnerships** – The City hired UMA to assist with marketing the draft and final **Climate Action Plan** for Malden and to create a video that captures an understandable summary of the plan. UMA has three motivated media and journalism-focused interns from Malden Catholic who will work with Anne and Ose this summer to help market and write about aspects of the Climate Action Plan and Ose was able to engage the Malden High School ECO Club to write a Neighborhood View article, create podcast episodes, and offer a social media campaign for and/or related to the Climate Action Plan.

Our collaboration with Malden Porchfest in 2024 resulted in a successful crowdsourced initiative in gathering photos, video clips and quotes from attendees. A new volunteer, Seth Bender, who is a professional video editor, is volunteering his time to work with Anne using a new tool (**Shorthand**) on a "**scrollytelling"** which is a digital story about Porchfest. The ED will share the link with the board when it is available.

**Legislative Update –** The ED reported in the last update that the **S.34** and **H.74** bills were voted out of committee with a **FAVORABLE** recommendation. Shortly after, Senator Jason Lewis added it to the proposed Senate budget as an amendment. Shortly after that, it was pulled out of the proposed budget. The ED spoke directly with Senator Lewis at last week's Chamber event regarding the bill and he advised that it more than likely will be added into a proposed Economic development bill. The ED will follow up with Senator Lewis's office in the coming weeks.