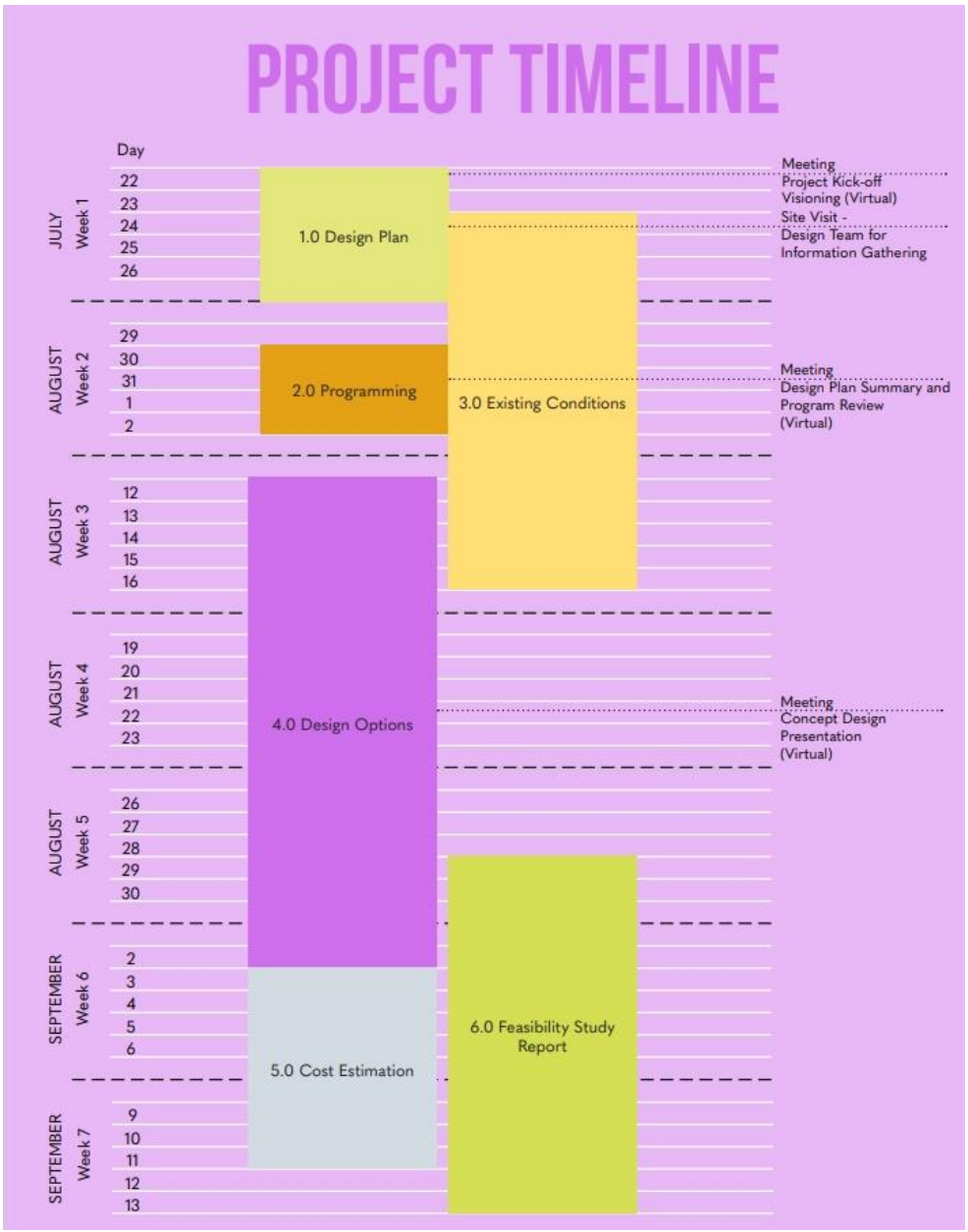
URBAN MEDIA ARTS EXECUTIVE DIRECTOR UPDATE August 15, 2024

Administrative/Facility –

The ED is delighted to inform the board that UMA signed a **contract** with **UX Architecture Studio**, who did the feasibility study for the Malden Arts and Culture Center. Terlonzo, Felicia and the ED are currently working with the architecture team as they have started the information gathering for the feasibility study. To date, the UX team has spent hours touring the facility, meeting virtually with the three UMA team members and completing an online survey with the full UMA team. The hope is that the study may potentially be presented at the annual meeting. A representation of the current timeline and deliverables is below:



The management company for the Arrow Condo Association is currently working on gathering funds from all Unit owners regarding the special assessment reported in the last ED report. As of this report, all owners have paid the full assessment except Privitera. The assessment is due on August 15th and the ED will give a verbal update at the meeting if there is any.

In other facility news, one of the two HVAC units we have to service the facility went down just prior to the first part of July. The ED and Terlonzo are working with our service company to identify repair, or replacement needs and are currently waiting for a written report from the company. When received, the ED will work with the City to receive capital funds prior to repair or replacement. The ED is also working with our independent contractor to schedule additional trash cleanout in the basement and fix the cement in front of our facility as we have water leaking into the basement.

In administrative news, the ED is turning her focus to several items that need to be addressed. The Employee Handbook needs to be updated, a new strategic plan for the organization needs to be created and attention needs to return to the overall organization team structure to be developed in a manner that will be sustainable and forward moving for the organization.

City of Malden – At the time of this report, there is small movement regarding the 3rd party agreement with the City. Ron Hogan is working with UMA's lawyer to identify the correct draft for review, and it looks as if we may be getting to the table to sign in the next few weeks if all goes well.

The ED, Terlonzo and our new CES Aliyah Dominguez (see staffing section below for more on Aliyah) will be meeting with Ron Hogan, Elaina Savino and Anthony Rodrigues on Monday, August 12th to discuss UMA coverage of additional meetings and how UMA can expand its services to the City of Malden.

Staffing – The ED and the rest of the UMA team are delighted to welcome **Aliyah Dominguez** to our organization as the new Civic Engagement Specialist! Aliyah is a current student at UMass Boston and is engaged in the **Fresh Films** program in Boston. Aliyah started at UMA on Monday, July 29th and has hit the ground running. She has worked with the entire UMA team to train on all aspects of production and even met and had the opportunity to get to know our Mayor, Gary Christenson. Aliyah is passionate about learning and the UMA team is energized by her fresh take and enthusiasm. The board will have the opportunity to meet Aliyah at this month's board meeting.

In other staffing news, several of the UMA team are out on or will be out on vacation in the months of July and August. Anne and Ose both will return from vacation on August 19th, Terlonzo is out August 14th through September 4th, and the ED will be taking time to recuperate from ankle surgery the last week of August, which incidentally, UMA is closed to the public this week for the annual cleanup and catchup week.

The ED is identifying dates to start conducting annual reviews with all UMA team members which will identify areas of strengths, areas for improvement and outline three to five goals with timelines.

Lastly, Felicia Ryan and the ED traveled to San Jose, CA in late June for the **annual ACM conference** hosted by **CreaTV** at Open San José. The ED and Felicia will both provide a separate report to the board regarding the takeaways from 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:

FY24/25

Fund	Budget	Actual	Percentage
Annual Operating Grant from cable providers	$610,000	$147,468	24%
General Operating Grants	$30,000	$0	0%
Workshops	$200	$0	0%
Fundraising	$15,000	$0	0%
Sponsorships	$5,000	$0	0%
Membership Fees	$5,000	$0	0%
Production Services/Rentals	$6,000	$1,805	30%
Interest	$2,800	$151	5%
General Donations and In-Kind Donations	$6,000	$552	9%
Other Income (closeout of 3 CD's)		$37,923	
Total FYTD	**$680,000**	**$187,899**	**28%**

FY23/24 Final

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	$6,447	13%
Sponsorships	$15,000	$500	3%
Membership Fees	$6,000	$3,922	65%
Production Services/Rentals	$5,500	$3,330	61%
Interest	$2,000	$3,600	180%
General Donations and In-Kind Donations	$6,000	$1,590	27%
Total FY	**$800,000**	**$487,094**	**61%**

A reminder to the board that we have moved from invoicing the City on a quarterly basis for operating funds and now take those funds as a pass through once they have been processed from the city. This will allow the ED to strengthen the budgeting model over time. Charles Ranaghan advised the ED that

the City should receive its next round of operating funds from the cable companies in late August and will pass through those funds immediately. Capital funds are still invoiced bi-annually. The ED submitted a capital invoice for the last half of FY23/24 for $29,559.78 on July 29th and hopes to receive those funds within the next few weeks.

Overall, the ED feels the organization is making great strides in strengthening its financial standing. It should also be noted when looking at the tables above, FY23/24 is the first year the organization and board set goals for fund development. As we continue to strengthen diversified funding, realistic budgeting numbers will emerge.

On August 13th and 15th, UMA's auditors will be at UMA to complete the FY23/24 audit. Once the financial report is finalized, the ED will provide a copy to the board for review.

On July 19th, the ED went to M&T Bank and closed out the three CD's UMA had with them for a total of **$37,923.30**. (Fees were around $200). These funds were deposited into the Brookline Bank Money Market account and earmarked to pay for the facility feasibility study which is contracted at $25,000 and will be reimbursed from a Mass Cultural Council grant we were awarded last year. There is ***exciting*** news from the MCC, Felicia Ryan confirmed this week that while we originally under the impression UMA was awarded $17,000 from the grant, it was a matching grant with MassDevelopment of $17,000, so UMA was awarded a total of ***$34,000***! This means the total cost of the study will be completely reimbursed and we could add to the scope of services from UX to include other areas, like capital campaign planning.

In **Fund Development** news; Senator Jason Lewis's office confirmed in late July that the earmarked funds of **$60,000** for UMA for "capital improvements" to our facility was approved. Thank you, Senator Lewis!!!

Felicia Ryan will attend this month's board meeting to provide a recap of fund development initiatives from the last few years and discuss the Moracco fundraising efforts. **PLEASE BE ADVISED**: An information session with the Moracco travel guide, Addi Ouadderou is scheduled for **Tuesday, August 20th from 6:30 – 7:30 p.m.** Please share the following link with ANYONE you may think might be interested:

https://urbanmediaarts.org/event/morocco-trip-information-session-2/

Workshops/Events/Programs – The UMA team is piecing together information for the annual meeting. While we are aware that it is ultimately an annual UMA Board meeting, we would like a focus to be on the **10-yea**r anniversary of Neighborhood View. Felicia Ryan has been working with the UMA Board Development subcommittee to coordinate details.

Meanwhile, Neighborhood View has produced a few more articles:

- From the Streets to the River – Litter's Effect on Malden
- Malden's Bike Kitchen adds spice to the city's growing cycling culture
- Malden PorchFest enlivens neighborhoods throughout the city

The UMA language access plan is currently under review by an outside consultant and the ED hopes to have it completed by this year's annual meeting.

Lastly, the ED will be meeting with team members this month to discuss potential youth focused workshops to be held over the next 6 months in preparation for a full youth media arts camp to be held next summer. More details to follow.

Partnerships – No update at this time.

Legislative Update – No update at this time.