URBAN MEDIA ARTS EXECUTIVE DIRECTOR UPDATE October 17, 2024

Administrative/Facility –

The Arrow Condo Association held their annual Owners and Board of Trustees meeting on Tuesday, October 8, 2024. At the meeting the management company advised owners that the water sub-meter project has been finalized and each Unit owner now will pay for their own share of water usage instead of coming directly out of the Condo Association budget. This provides an annual savings of $17,000 and puts the budget in line with expenditures and allows for a reserve fund to be created. Immediately following the Owners meeting, the BOT met, and the ED was once again elected as the BOT Chair.

UMA's Facility Feasibility Study Report is complete! The full 86-page report was emailed with this report. The ED will take time at this week's meeting to discuss and define next steps.

As mentioned in previous reports, our main HVAC unit, which is over 20 years old, died at the end of June of this year. The ED has contacted local HVAC companies for a quote on a recommended gas-powered dual HVAC replacement system. The quotes were emailed with this report. Sullivan Mechanical has been serving UMA for decades and Jesse contacted the ED to let her know of an opportunity to take advantage of a massive rebate from the utility company to get a heat pump unit instead and the ED ran with it. Heat pump systems are MUCH more energy efficient and good for the environment. This is a BIG win for UMA. ***The board will need to vote at this week's meeting to move forward with the expenditure.***

In Admin news, the UMA team is working with community members to pull together an advisory group for our accessibility plan and a draft of the Language Access plan has been finalized and will be converted to an active strategic plan in the next few weeks. Once the document is finalized, the ED will send it to the board.

Speaking of Strategic planning, the ED will now turn her focus on defining 3 to 7 goals for a new five-year Strategic Plan for UMA. It is the ED's hope that the Board will assist in finalizing the goals and provide feedback on strategies at one of the upcoming board meetings.

City of Malden –

The contract with the City of Malden is executed!!! A copy of the contract has been emailed to the board along with this report. Next steps are for the ED to compile a checklist of reporting requirements to the City and to work with the City to identify any additional needs. The UMA team has already begun this work by working with city staff to record and cablecast additional public meetings and by attending a number of City sponsored community events, including last month's Community Connections Day.

Staffing –

After a search that yielded over 70 applications, we have hired a new editor for Neighborhood View – **Debadrita Sur**. She started three weeks ago and has already sparked up our program with her initiative and experience – working with each of our journalists on their stories.

As part of the aforementioned Strategic Plan, a complete Organization Restructure will take place with UMA. This will allow for the organization to have vital roles filled as well as a roadmap for additional roles needed in the future. The restructure will include detailed Job Descriptions, Salary ranges, Employee review processes and an updated Employee Handbook.

Lastly, Felicia Ryan and the ED are still working on a written report for the Board regarding information received at the **annual ACM conference** hosted by **CreaTV** at Open San José. The ED hopes to have these reports available by the next board 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

Fund	Budget	Actual	Percentage
Annual Operating Grant from cable providers	$610,000	$147,468	24%
General Operating Grants	$30,000	$5,000	17%
Workshops	$200	$0	0%
Fundraising	$15,000	$0	0%
Sponsorships	$5,000	$0	0%
Membership Fees	$5,000	$825*	17%
Production Services/Rentals	$6,000	$1,805	30%
Interest	$2,800	$940	34%
General Donations and In-Kind Donations	$6,000	$685	11%
Other Income (closeout of 3 CD's)		$37,923	
Total FYTD	**$680,000**	**$194,602**	**29%**

*We had several renewing and new Organizational memberships that have not been recorded in QB's. This number is not accurate.

The ED reminded the board in the last written report that we have moved from invoicing the City for operational funds and accepting them as they come in. This has had a significant positive impact on our financial reporting. A comparable Profit and Loss statement (emailed along with this report) shows correct financial reporting based on Actuals received. This time last year showed a ***loss*** of nearly ***$164,000!*** This year's report shows a net of over **$9,000**. UMA is set to receive another round of operating funds through the City in the next few weeks. The table above indicates that we are right on budget for funding from the City.

The FY23/24 Audit has been completed. A copy of the financial report was emailed to the Board President and Treasurer. Felicia Ryan is currently in the process of submitting for two grants due this week. One for our Gallery UMA and another for the Malden Events roll out project. Once those are submitted, she will begin working on writing the grant for the MCC's **Cultural Facilities Fund** which will assist UMA in the next steps of the facility project.

The ED is disappointed to report that the Moracco fundraiser has been cancelled due to lack of signups. We hope to partner with Addi at a later date.

Finally, UMA is working on an End of Year Giving campaign once again. This year's campaign will focus on the "Why". The ED will be creating multiple audio and video segments educating our community on how UMA is funded, where the funding is utilized and the gap in financial resources to provide services in our community. This will include actual hard numbers for providing services. An example would be: To be open later during the week and on Saturday's, what would it cost us? Etc.

Workshops/Events/Programs –

The feedback from UMA's Annual meeting has been generally very positive. The biggest takeaways are that people really like that it is held at UMA, it feels intimate, and the program is informative and engaging. Areas of improvement would be regarding the flow for food and gathering afterwards.

We are reprising our "Humans of Malden" exhibit in the UMA Gallery. We will be adding new pieces by Susan Margot Ecker and are planning programming & an arts salon (in January) to round out the exhibit.

As part of the Malden Reads program, a successful stargazing event was held on October 5th with approximately 150 attendees – many families with young children – on a clear, beautiful night with seven astronomers and their telescopes, kids activities, live music and poetry. UMA had a key role in planning this large-scale community event.

Meanwhile, Neighborhood View has produced a few more articles:

- Cleaner & Greener: Malden's bold plan to tackle climate change (article by Malden Catholic Hich School interns, with embedded video (professionally produced) by Bilal Sa'ed.
- SDM Foundation: Where to turn for free technology help (by Jack Drees)

Partnerships –

Housing Families is a new organizational member. Anne and Aliya have started training some of the organization's after-school students in media production.

Malden River Works are about to become members and will use the media resources to get the word out about environmental issues, particularly as they pertain to the Malden River and the progress of the new accessible, climate-resilient park that is being built along the river, scheduled to break ground in January. The group is scheduled for an introduction and training on November 18.

The PACE & Pathways program from Malden High School, under the direction of Kelli Collomb have begun weekly sessions at UMA – alternating between building media production skills and doing community service projects – such as cleaning and organizing the UMA facility.

Legislative Update – No update at this time.