

FPA BOD Minutes - 1/25/2017 @ 7:35pm

Minutes taken by Genevieve Llamas on behalf of the Board Secretary on 1/25/2017

Minutes approved by the board on _____ (TBD 2/26/2017)

Attendance		
Members of the Board	-Jim Housel (President -Georgia Graves (Vice President) -Steve Mullen (Treasurer) -Ruth Bennett (Secretary)	-Ingrid Parris-Hicklin -Kevin McFarland -Jim Southworth -John Henkel
Members of the Board in Attendance	-Jim Housel (President -Georgia Graves (Vice President) -Steve Mullen (Treasurer) -Ruth Bennett (Secretary)	-Ingrid Parris-Hicklin -Kevin McFarland -Jim Southworth
Staff in Attendance	Jay Erasquin, Maryam Shah, Rocio Lopez, Jerry Ferguson Chuck was present and believe Danny and Steve R were also	
Members in Attendance	Reggie Marston	

BOD Meeting Open		
Call meeting to order at 7:35pm	Jim Housel (President)	-Welcome comments -Call for conflicts of interest -Reminder of Code of Conduct -Accolades and acknowledgements: Jim Southworth will meet with foreign officials from Kazakhstan in conjunction with DC Auto Show, live show will take place via Skype; Mr. Pena thanking staff for great work during hiatus; Jim Housel thanking the board for top notch work
Meeting Agenda	Jim Housel (President)	-Motion to approve, Georgia moves, Kevin seconds, no oppositions or abstentions, motion carries
Approval of Minutes	Ruth Bennett (Secretary)	-Minutes for the following months have not been approved: April 2016, July 2016, August 2016, October 2016, November 2016 -April 2016 minutes - Georgia moves to

		<p>accept changes, seconded by John, no oppositions or abstentions, motion carries</p> <p>-July 2016 minutes - Minutes were approved but corrections were made / Steve's correction indicates that the vote regarding John's suggestion to bring in a new individual into the Outreach Program will be delayed until further study...motion from Jim Southworth, seconded by John, no oppositions or abstentions, motion carries</p> <p>-August 2016 minutes - Kevin provided report on investments held at Edward Jones without actual figures / approval of minutes as amended moved by Jim Southworth, seconded by John, motion carries</p> <p>-October 2016 minutes - motion to approve minutes by Steve, seconded by Jim Southworth, no oppositions or abstentions, motion carries</p> <p>-November 2016 minutes - approval delayed</p>
Presentation on Trends in the Media Industry	Karen McKee of TEGNA	<p>-Introduction by Georgia Graves</p> <p>-Given the paradigm shift in media, how best to communicate a message? What products effectively deliver news and messages? → Social media / video is king</p> <p>-People like stories and impact, content should be relevant</p> <p>-Maryam mentioned new Instagram account, increase in Facebook followers</p> <p>-Jim Housel mentioned social media guidance offered by Training Department</p>
Guest member issue	Crystal Genduso	(guest not present)
Monthly Reports		
Executive Director Report	Chuck Pena	<p>-12/10/16 Arlington County approved Comcast franchise renewal, franchise was disastrous for Arlington public access, could have severe impact on FPA's strategic interests.</p> <p>-FPA shifting from use of DVCPPro tapes to non-tape media, Lightworks video editing classes available for free to members, tape</p>

		<p>decks will stay in control rooms AT LEAST till end of March 2017</p> <p>-In Edit 1, content will remain on computers until the end of January 2017</p> <p>-Voice of America Turkish language service originally intended to cover students' video competition, but after visiting FPA studios, broadened story to public access ad FPA operations.</p> <p>-Government Video magazine - reporter was impressed with FPA's operations</p> <p>-FPA is exempt from closed captioning because threshold is \$3,000,000 per channel, closed captions should be voluntary for members. Chuck is working to exclude our individual public access producers from having to file annual FFC captioning exemption reports.</p> <p>-Radio Guild president and vice president were reelected</p> <p>-MailChimp can now be used for mass emails to members, if special steps are taken.</p> <p>-Caboose micro-brewery construction on Eskridge Road down the street from FPA could increase FPA property values</p> <p>-FPA had interest in carrying sessions of the VA House of Delegates. The House clerk's office advised that this will not be possible this year. However the General Assembly building is being rebuilt and the possibility of television production facilities that would enable transmission to media centers such as FPA, will be considered as part of the overall plan. Richmond PBS affiliate WCVE has offered to share its live coverage of the state Senate pending approval from the Senate clerk</p> <p>-Snow days: 12/17/16 closed all day, 1/8/17 opened at noon</p>
Training	Jay Erasquin	<p>-Semester has started, month of free classes, more Lightworks, Tricaster 8000 in Studio C, Studio B lighting</p> <p>-updates will be made to syllabi for other classes</p> <p>-promoting summer camps</p>
Programming	Maryam Shah	<p>- -End-of-year numbers went down</p> <p>-Upgrade to new website has been</p>

		<p>completed</p> <ul style="list-style-type: none"> -New search function on website, easier for public to find shows, particularly specials -New mobile version of website -Because migration took place in mid-December, Google Analytics were not accurately updated -Launched Instagram account, photo campaign -Programming monthly updates emailed to members -Neil Pickering resigned
Development	Jerry Ferguson	-Working on community impact report to be released twice a year
Office Manager	Rocio Lopez	<ul style="list-style-type: none"> -Cox and Verizon service revenue up -Staff production income 46% (50% of budgeted amount is normal for accounting period thru Dec 31, 2016.) -Fee for services production income 91% -Training income exceeds percentage budget amount -Full-time salaries expense 61% due to bonus payments -Part-time salaries expense as expected -Second quarter payment from Cox and Verizon expected to be received end of January or early February
Operations		
Engineering		
Director Reports		
Director of Community Development	Georgia Graves (presented at 8:40pm)	<ul style="list-style-type: none"> -2/1/17, Northern VA Chamber of Commerce major economic event -2/15/17, Outlook for Government Contractors under the Trump Administration -2/3/17, Dulles Regional Chamber building team relationships event -2/6/17, Committee for Dulles key players in phase 2 of rail to Dulles and beyond
Director of Finance Operation Development	Steve Mullen	<ul style="list-style-type: none"> -Talking about having a backup person for retirement plan, Steve is currently the fiduciary -Jim Housel presents motion that Rocio

		Lopez be designated as backup fiduciary on retirement account as well as backup person for two cash management accounts with Edward Jones, motion made by Jim Southworth, seconded by John, Kevin abstains, motion carries
Director of Financial Management	Kevin McFarland	<ul style="list-style-type: none"> -Quarterly report of investment accounts held at Edward Jones -Account ending in 839: current value \$2,142,835 / original inception value on 2/2014 \$1,999,928 / net return in 2017 is 1.18% / net return since inception is 2.40% / total return on investment \$142,906 / projected annual income \$43,528 -Account ending in 840: current value \$1,250,005 / original value at inception on 2/2014 \$1,169,987 / net return in 2017 is 1.19% / net return since inception is 2.75% / total return \$80,018 / projected annual income \$25,405 -Total return for both accounts since inception \$222,924 / projected annual income on both \$68,933
Director of Promotional Development	Ingrid Parris-Hicklin	<ul style="list-style-type: none"> -sent out job announcements to members -attending SAG awards at Angelika Mosaic, United Negro Fund Mayors Masked Ball -Talking to delegates in Richmond about FPA's efforts -meetings with Office of Public Private Partnerships, Fairfax Economic Development Authority
Director of Strategic Development	--vacant--	Steve recommends Reggie Marston - comes from Radio Guild, business is in home inspections which is the subject matter of his radio program, who also has experience as a board treasurer
Internal Affairs & Operations Development	Jim Housel	--No operations committee report
Director of Technology Development	Jim Southworth	-Took suggested workflow format from Maryam and Danny, solved technical production issues
Director of Performance Development	John Henkel	-Working on comprehensive report on organization and performance and where we need to go

Director of Member Development	Ruth Bennett	-Wants to work with Chuck on moving live-to-tape producers to HD -Would like to connect producers who have never used Adobe Premiere Pro with members who do as another option for editing shows besides learning Lightworks
Unfinished Business		
		None
Close Meeting		
Add new items to next month's agenda		-November 2016 minutes -Arlington Public Media -George Mason University naming rights, report by March 2017
Confirm next meeting date		-February 22 -March 29 -April 26 9:45pm - Motion to adjourn by Steve, seconded by John, motion carries