

FPA BoD Minutes - 05/23/2018 @ 7:06pm

Minutes taken by Genevieve Llamas on behalf of the Board Secretary on 05/23/2018

Minutes approved by the board on \_\_\_\_\_

Attendance	
Members of the Board	-Jim Housel (President) -Kevin McFarland (Vice President) -Steve Mullen (Treasurer) -Mary Gillam (Secretary) -Ingrid Parris-Hicklin -Georgia Graves -Ruth Bennett -Reggie Marston -Isaac Asare
Members of the Board in Attendance	-Jim Housel (President) -Kevin McFarland (Vice President) -Steve Mullen (Treasurer) -Mary Gillam (Secretary) -Ingrid Parris-Hicklin -Georgia Graves - <i>by phone, then arrived at 8:39pm</i> -Ruth Bennett - <i>by phone</i> -Reggie Marston -Isaac Asare
Staff in Attendance	-Chuck Pena -Steve Ruddell -Danny Olewine -Jerry Ferguson -Jay Erasquin -Rocio Lopez
Members in Attendance	-None-

Meeting Open		
Call to order at 7:06pm	Jim Housel (President)	-Welcome comments -Reminder of Code of Conduct -Acknowledgement of recently updated Conflict of Interest policy -Accolades and acknowledgements <ul style="list-style-type: none"> <li>• Jim congratulates Ingrid for her selection as a <b>People's Telly Award Winner</b>. Her show was a winner in the silver category.</li> </ul>

		<ul style="list-style-type: none"> <li>• Jim thanks Mary for her efforts in keeping the board on track with the Board of Directors' Manual and the FPA Strategic Plan.</li> <li>• Ruth acknowledges Dan for his help with her hard drive.</li> <li>• Ruth thanks Lisa for helping with her show, and really likes Friday Night Live because of the feedback given at the end of the evening.</li> <li>• Ingrid gives accolades to Jerry for recording the Safe Driving event on May 17.</li> <li>• Ingrid thanks Jay for making sure she has copies of her report.</li> <li>• Steve M thanks Joe, Sam, and Ryan Wilson for their help behind the scenes of Sport Scope.</li> <li>• Isaac thanks Maryam for her assistance with Radio Fairfax.</li> <li>• Jim thanks all FPA staff for helping members.</li> <li>• Rocio thanks Steve Mullen for his work on the budget over the last two weeks.</li> </ul>
Meeting Agenda	Jim Housel (President)	<p>-Twenty minutes will be allotted for the budget presentation.</p> <p>-The meeting will be followed by executive session.</p> <p>-Kevin moves to approve the agenda, and Mary seconds. The motion carries.</p>
Approval of the April 2018 Minutes	Mary Gillam (Secretary)	<p>-Mary has incorporated everyone's input.</p> <p>-Steve moves to approve the April 2018 minutes, and Kevin seconds. The motion carries.</p>

Staff Reports		
Executive Director	Chuck Pena	-FPA had hoped to launch their final three channels in HD on June 9th. However, this will not happen due to a dispute between Fairfax County and Cox Communications. Cox wants to save bandwidth on high definition. The compromise is

		<p>that Cox will send out HD via digital switched video. The county will drive the final decision.</p> <p>-Jim: Is there any opposition to the compromise? We will follow the county's lead.</p> <p>-The Four Seasons Tennis Club is redeveloping their property.</p> <p>-The Verizon franchise agreement expires in 2020. Part of the renewal process is hiring consultants to perform a <i>community needs assessment</i>. When Cox renewed their franchise agreement, they hired Columbia Telecommunications Consultants. Cheryl Johnson has been appointed to head the upcoming research for the Verizon franchise renewal.</p> <p>-Chuck has renewed the policies that protects the board. Board members are protected for up to two million dollars.</p> <p>-The MHz networks went dark. The studio is down the street. Chuck spoke to the president and CEO, and they discussed the possibility of acquiring equipment that FPA might be able to use. Chuck and Danny will visit the former MHz studio.</p>
Operations	Steve Ruddell	-Please see report-
Engineering	Danny Olewine	<p>-The Operations Committee meeting is taking place tomorrow. Highlights include a new TriCaster in Studio C, upgrades for an intercom system, network upgrades, and necessary licenses for playout systems to bring the other channels HD.</p> <p>-We started having internal meetings among staff about a new CRM system that would eventually replace Facil. One priority with the new system would be a member portal.</p>
Outreach	Jerry Ferguson	<p>-Please see report-</p> <p>-Ruth would like to thank Jerry for some of the outreach that he did, including the Good Shepherd Giving Breakfast.</p>
Training	Jay Erasquin	<p>-Jay is working on the hiatus project. He is also working on the transition to the new semester.</p> <p>-Jay is looking forward to the new data system.</p>

Office Manager	Rocio Lopez	<p>-We received the third quarter payment checks from Cox and Verizon. The amount of the check from Cox was \$208,290.18, and the amount of the Verizon check was \$431,754.00. <b>This is a big drop for the quarter, when compared to the same period one year earlier.</b></p> <p>-Jim: On the cash equivalents from last year to this year, we are down \$500k. Was that transferred into our investments? Rocio: Yes.</p> <p>-Jim: Can all the financial stuff be wrapped into a single committee? The executive committee could meet with Rocio once a month to discuss financial decision-making.</p>
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Director Reports		
Director of Finance Operation Development	Steve Mullen	<p>-Steve presented the interim 2018-19 budget. To facilitate the discussion, everyone was given a copy of the projected budget.</p> <p>-The significant reductions in revenue during the third quarter shocked us.</p> <p>-The losses began during the third quarter of FY17.</p> <p>-As we are trying to project revenues for the budget next year, Steve and Rocio were trying to come up with a best estimate of the revenue from Cox and Verizon that would assure us of how much revenue FPA would get. We expect the Cox and Verizon revenue numbers to go down.</p> <p>-The Cox Communications income that we have estimated after looking at the numbers is conservative at \$800k. The most recent quarter revenue amount was \$208k.</p> <p>-If Verizon revenue continues to go down, our projected total income should still be okay, since it is a conservative estimate. We can press ahead with the expenses that we have budgeted.</p> <p>-Worst Case Scenario: We may have to find alternative revenue sources such as fundraising, and program underwriting. If we experience significant revenue reductions in the next FY, we</p>

		<p>may have to revisit planned expenses and make adjustments.</p> <p>-Jim: If we invest more in training, is there any capacity to increase revenue?</p> <p>Jay: We have to cope with how many classes will be offered and the availability of facilities. Many FPA training courses are focused on video post-production; however, there is a demand for computer subjects such as website design.</p> <p>-Kevin: The revenues have dropped what percent from FY16 through FY17? It calculates to 3%. How much of a concern should it be at a 3% decrease for one year?</p> <p>Steve M: The decrease in the more recent quarters is significant.</p> <p>FY17 4<sup>th</sup> Quarter revenue reduction was 4.0%.  FY18 1<sup>st</sup> Quarter revenue reduction was 4.1%.  FY18 2<sup>nd</sup> Quarter revenue reduction was 5.7%.  FY18 3<sup>rd</sup> Quarter revenue reduction was 8.2%.</p> <p>Kevin: Has anyone talked to Cox as far as the trends?</p> <p>Steve M: Cox does not share much information.</p> <p>Kevin: Are there any studies nationwide on public access?</p> <p>Chuck: There are no studies per se.</p> <p>-Jim: We are reducing income by \$2,000 for internet subscriptions. Are we losing subscriptions?</p> <p>Rocio: We have not gotten information as to who is actually subscribed.</p> <p>Danny: Internet members pay an additional ~\$180 per year and have the option of an email address at nova.org and web hosting.</p> <p>-Ingrid: Is there any way to employ technology to speed up member processes? We could make it easier for people to become members.</p> <p>-Steve M: Dividend interest income is conservative. We settled on lower figures because of potential market conditions.</p> <p>Kevin: The current estimate is \$105k.</p> <p>-We tried to hold fast on the salaries, benefits, bonuses, taxes, and retirement plan for employees. With the bonuses, we have</p>
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		<p>maintained a lower salary base, but we have managed to reward the staff significantly each year. We had a 1.5% cost of living adjustment and recommendations from Chuck on salary adjustments. Those totaled between \$19,000 and \$20,000.</p> <p>-Mary: If full-time employees depart, are we back-filling those positions or are we looking at part-time versus full-time? What is our strategy for balancing the budget as it pertains to vacancies?</p> <p>-Steve M: The policy has been that when a full-time person left, we advertise for a backfill. The new hire did not always receive the same salary as the person who left.</p> <p>-Ruth: Do we have gender equity as far as salary is concerned?</p> <p>-Steve: There is no discrimination.</p> <p>-If we continue to have revenue reductions, we may have to move bonuses back to June (end of the fiscal year period) instead of December.</p> <p>-We are providing for continued retirement plan contribution matching up to 5%.</p> <p>-The part-time salaries are based principally on staff productions and equipment room activity, and other part-time as required.</p> <p>-Staff training is \$2k per manager, and \$1k per non-manager employee.</p> <p>-The building loan has been paid off.</p> <p>-There have been increases in facilities expenses. We pay real estate taxes only on the rental office portions upstairs. The rest is tax free.</p> <p>-The condo association plans to increase fees to cover future roof replacement costs. That is projected to start in November.</p> <p>-We are maintaining Steve Ruddell's maintenance reserve account in case of essential maintenance replacement activity.</p> <p>-Total utilities expenses are consistent with last year.</p> <p>-Overall operations expense is the same number from last year to this year. We had an over-budget situation with some of the general operations</p>
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		<p>expenses from Engineering in the current FY, but we cannot do that for next year.</p> <p>-Jim: Are we cutting office supplies?</p> <p>-Rocio: Yes. The reduction pertains to furniture.</p> <p>-We had a reduction in telephone expenses.</p> <p>-We are getting estimates from the insurance companies. The actual numbers will be provided to us at the end of June.</p> <p>-On the programming side, Maryam has projected a small increase in her expenses. On staff productions, Lisa has done the same for upgrades to Studio C and increase of set materials.</p> <p>-Dan Burnett commented to create a category of overall office operations to include bank credit card fees and Edward Jones administrative fees.</p> <p>Jim: Could Edward Jones be moved to professional services?</p> <p>-Steve M: Expenses should be matched to resulting revenues.</p> <p>-Dan Burnett suggested having an accountant come in to help streamline some of the Accufund insights, so we have projected consulting fees.</p> <p>-We are dropping the public outreach budget to \$20k. We did not spend what we had budgeted in previous years. Outreach is our lowest priority.</p> <p>Georgia: When things are tough, you market your business more. Marketing is critical. Ingrid: Let the record speak. Going from \$30k to \$20k is a big drop. We are talking about moving into new areas.</p> <p>Jim: Let us compromise to \$25k instead of \$20k for the outreach budget. Agreed to budget \$25k for outreach.</p> <p>-The training number is good.</p> <p>-The internet cost is the same as last year.</p> <p>-We do have a projected reduction in depreciation and amortization. Will closely monitor planned equipment upgrades for next FY.</p> <p>-A motion to approve the budget as amended tonight is made by Steve and seconded by Mary. Kevin abstains. The motion carries.</p>
Director of Financial Management	Kevin McFarland	-Nothing to report.

Director of Community Development	Georgia Graves	<ul style="list-style-type: none"> <li>-Jerry was nominated as <b>Member of the Year</b> representing FPA for the Ace Awards given by the Reston Chamber of Commerce.</li> <li>-Georgia and Jerry have been involved with Dulles Regional Chamber. This past Monday was Metro Monday, and they covered the rail yard and the Dulles station.</li> <li>-Georgia and Ingrid have not had a marketing meeting.</li> </ul>
Director of Promotional Development	Ingrid Parris-Hicklin	<ul style="list-style-type: none"> <li>-There is an upcoming free event with the Greater Washington Hispanic Chamber of Commerce.</li> <li>-The Outreach and Marketing Committee will convene via conference call on June 7th at 7pm.</li> <li>-Celebrate Fairfax is June 8 to 10.</li> <li>-The Metro Today scholarship had two winners. This is being paid for by our member, Martin Dale. The two winners will be attending camps at FPA.</li> <li>-The <b>People's Telly Award</b> is FPA's success. Let's think about how to market it.</li> </ul>
Director of Strategic Development	Mary Gillam	<ul style="list-style-type: none"> <li>-Mary reiterated the need to finalize the FPA Board of Directors' Manual. Based on requests from members to provide input, she extended the deadline to May 31<sup>st</sup>. However, it was noted that this would be the final deadline to submit any comments for this version of the manual. Any future comments will go in the next iteration.</li> <li>-Mary also sent out the minutes from the initial strategic planning session which included the Board members and the Executive Director. Since this meeting was primarily a kick-off session, it was determined that the board would have a second planning meeting prior to hosting an all-inclusive session with the FPA staff.</li> <li>-Possible dates for the meeting were June 6 or 7. However, these dates conflicted with another director's meeting. Therefore, a new date will be determined.</li> </ul>
Internal Affairs & Operations Development	Jim Housel	-Nothing to report.
Director of	Isaac Asare	-The Operations Committee meeting is tomorrow.



Technology Development		
Director of Radio Development	Reggie Martson	-Nothing to report.
Director of Member Development	Ruth Bennett	-Ruth was asked by a member to consider honoring longtime members who have done a lot of shows. We could present a certificate at an educational program or a board meeting. -Chuck is working on the women in film and video program.

<b>Meeting Close</b>	
Unfinished Business	-None-
Add new items to next month's agenda	-None-
Confirm future meeting dates	-The next meeting is June 27. -A motion to adjourn is made by Kevin and seconded by Mary. The motion carries. -The meeting is adjourned at 9:13pm.