

FPA BoD Minutes - 08/29/2018 @ 7:03pm

Minutes taken by Genevieve Llamas on behalf of the Board Secretary on 08/29/2018

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) - <i>by phone</i> -Ingrid Parris-Hicklin -Georgia Graves -Ruth Bennett - <i>by video call</i> -Reggie Marston -Isaac Asare
Staff in Attendance	-Chuck Pena - <i>by phone</i> -Steve Ruddell -Daniel Olewine -Jerry Ferguson -Jay Erasquin -Maryam Shah -Rocio Lopez
Members in Attendance	-Robert Barham

Meeting Open		
Call to order at 7:03pm	Jim Housel (President)	-Reminder of Code of Conduct -Acknowledgement of the Conflict of Interest policy -Accolades and acknowledgements: <ul style="list-style-type: none">• Ingrid received a Telly award for her show, <i>Ingrid's World</i>, and says she could have not

		<p>won the award without the help from Chuck and FPA staff.</p> <ul style="list-style-type: none"> • Ruth is so pleased with the way Friday Night Live has been going and commends the people behind it. • Isaac seconds Ruth's praise for Friday Night Live.
Meeting Agenda	Jim Housel (President)	-A motion to approve the agenda is made by Georgia and seconded by Kevin. The motion carries.
Approval of the July 2018 Minutes	Mary Gillam (Secretary)	-A motion to approve the July 2018 minutes is made by Ingrid and seconded by Georgia. The motion carries.

Staff Reports		
Executive Director	Chuck Pena	<p>-FPA is fully on track for the upcoming member meeting and election. David Lawrence will be unable to attend. He suggested that his colleague, Ben Kinder, attend the meeting.</p> <p>-Chuck sent Louise Anderson at Verizon a thank you note for speaking to the board during her recent visit at FPA.</p> <p>-On August 8th, Cox launched FPA's final three channels in high definition.</p> <p>We had a great meet-and-greet on August 2nd featuring speakers from Women in Film & Video. Thanks to Ruth and Mary for working on the meet-and-greet, as well as the FPA staff who participated.</p> <p>-Montgomery County Government contracted with The Buske Group to identify ten public access centers with positive aspects that operate HD channels. Montgomery County recommended that Sue Buske interview FPA.</p> <p>-We are conducting final interviews this week to fill the two vacant positions in the Equipment Room.</p>
Operations	Steve Ruddell	<i>-Please see report-</i>

Engineering	Daniel Olewine	<ul style="list-style-type: none"> -Alexander and Danny attended the DEFCON conference in Las Vegas. -Thanks to Alexander and Stephen for handling the Engineering department during Danny's absence.
Outreach	Jerry Ferguson	<i>-Please see report-</i>
Training	Jay Erasquin	<ul style="list-style-type: none"> -Summer camps ended last week. The numbers were down from last year. -Jay is trying to add new curriculum for next semester. -Next summer, Jay will implement incentives for early registration.
Programming	Maryam Shah	<ul style="list-style-type: none"> -The Radio Guild meeting will be one hour before the Annual Member Meeting. The Radio Guild did vote that they do not want candidates campaigning during their meeting. -Programming is working to create a moderated forum for existing FPA members on Facebook.
Executive Director	Chuck Pena	<ul style="list-style-type: none"> -Under the new Verizon franchise renewal, Chuck is asking for a certain number of local avails to promote FPA. -At the Alliance Condo Center annual meeting, Chuck learned that at the property across the street, there will be 44 townhouses and a five-story building with a daycare center. This could mean an increase in FPA's floor-area ratio. -Mary: Is there any way to update our sign on the outside of the building? Chuck says doing so would be a violation of the condo association rules.
Office Manager	Rocio Lopez	<ul style="list-style-type: none"> -This month, we are reporting from July, which is the first month of the new fiscal year. -The Cox total income is down from last year by \$4k. The fourth quarter payment from Cox was \$204,551.60. The Verizon fourth quarter payment was \$442,443.63. -The training income is down \$7k from last year due to lower summer camp pre-registration.

		<p>-The office operation expense is down \$24k from last year due to payment for the Grass Valley iTX technical support renewal.</p> <p>-The professional services are up \$7k from last year.</p> <p>-The marketable securities are up due to the transfers we made.</p> <p>-Fixed assets are up due to the various equipment purchases made for ongoing projects.</p> <p>-Steve M: Regarding the Verizon total being down \$7k, that's for the month of July, not the quarterly. Routinely, this is an accrual number.</p> <p>-Chuck: Rocio is wise to consider the number to be an accrual instead of revenues received. Chuck had a conversation with Barrett Stork regarding the decrease in revenues. Chuck does not believe that the decrease is being orchestrated by the cable companies to move subscribers from cable to internet. The reason is that so many of the non-cable services are not corporately related to the cable companies. The cable companies will not reveal their subscription numbers. Additionally, Chuck does believe that Verizon and Cox subscribers are able to drop cable from bundle packages, but it may not be financially advantageous to do so.</p>
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Director Reports		
Director of Finance Operation Development	Steve Mullen	<p>-We have been looking back one year in the same quarterly period the year earlier. We lost \$45k for the same quarterly period from the fourth quarter of FY18 when looking back at the fourth quarter of FY17. Does this have to do with a rush to alternative programming options?</p> <p>-This is the sixth quarter where we have seen a decrease. We established a fairly conservative budget number for this current fiscal year. If needed, we can move some money from cash management.</p>

		<p>-Jim: Have we delivered the audit to the county? Steve: Not yet.</p> <p>-Steve M and Rocio completed the cash requirements plan for the non-cable fund. Since we paid off the building loan, the non-cable cash requirements are less than in the past. We moved \$200k out of non-cable bank account to the Edward Jones cash management plan. We will continue to see that happen because of the rent equivalent. Non-cable is the portion that would be used to purchase another building. We will continue to monitor the cable side as well.</p>
Director of Financial Management	Kevin McFarland	<i>-Nothing to report-</i>
Director of Community Development	Georgia Graves	<p>-Georgia updated the group on the status of the Silver Line Project.</p> <p>-Jerry was recognized by the Dulles Regional Chamber for his efforts with Metro Mondays and the Silver Line committee.</p> <p>-September is going to be exciting. In attendance will be Sharon Bulova, Phyllis Randall, the Virginia deputy secretary of transportation, Buddy Rizer, Michael Rocks, Gerry Gordon, etc.</p>
Director of Promotional Development	Ingrid Parris-Hicklin	<p>-Ingrid did not send any job announcements this month, but she will resume on September 1st. Social Media Week is being sponsored by Fairfax County Economic Development Authority starting September 14th. The cost is only \$50.</p> <p>-The Congressional Black Caucus is hosting a media networking event.</p> <p>-The American Legion is hosting the Holiday Small Business Expo on November 16th.</p>
Director of Strategic Development	Mary Gillam	<p>-From our last meeting, the action was to schedule a meeting with the FPA managers about strategic planning. The goal is to move forward with identifying strategies and action steps to achieve our objectives. Since this is a 2018-2020 plan, we have to finalize the plan quickly.</p> <p>-The date of the meeting is September 17th at 5pm. The goal of the meeting is to walk the</p>

		<p>managers through development of strategies and action steps using the SMART criteria, which stands for specific, measurable, achievable, realistic, and timely. Unless we are able to measure what we are doing, we cannot assess whether it is effective, or adding value to our operations.</p> <p>-Jim: Let's think of the plan as a fiscal year strategic plan that started on July 1st, and let's finalize it by October 1st.</p> <p>-If we can complete the strategic plan quickly, we might be able to identify some specific short-term strategies and action steps that will enable us to accomplish them by December 31st.</p>
Director of Technology Development	Isaac Asare	<p>-Isaac attended the Friday Night Live event. He suggests having the intercom communication recorded.</p> <p>-Isaac also suggests making 4K cameras available for FPA members.</p> <p>-Isaac checked out a Sony Anycast system. It could be an addition to the field kits. Maybe we can have HD videos on the radio channel.</p> <p>-The radio studio often has malfunctioning equipment. Can equipment be checked after peak times? Danny: Engineering has discussed having a checklist for staff when it comes to monitoring equipment.</p>
Director of Radio Development	Reggie Marston	- <i>Nothing to report</i> -
Director of Member Development	Ruth Bennett	<p>-The Women in Film and Video program is one of the best that we have done.</p> <p>-Cindy Pena talked about marketing FPA's television shows. Those suggestions could be used by the radio producers as well. Cindy Pena's marketing ideas were excellent, and perhaps she can be invited back to FPA.</p> <p>-Ruth was excited about Friday Night Live. She learned that staff can have technical problems just like members. Lisa and Jay mentioned that Friday</p>

		<p>Night Live might be a good opportunity to hold a meet-and-greet.</p> <p>-Chuck: Earlier, Ruth had asked whether Reston residents come to FPA, and some Reston residents produce at the Reston station. Although we get no money or support from Herndon, they are Fairfax County residents. Chuck's caution does not apply to Reston or Vienna residents.</p>
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Meeting Close	
Unfinished Business	-None-
Add new items to next month's agenda	-None-
Confirm future meeting dates	<p>-The member meeting is September 30th at 1pm.</p> <p>-A motion to adjourn is made by Kevin and seconded by Steve. The motion carries.</p> <p>-The meeting is adjourned at 8:42pm.</p>