

FPA BoD Minutes – 8/28/2024 @ 7:17pm

Minutes taken by Transcriptionist on behalf of the Board Secretary on

Minutes approved by the board on 10/30/2024

Attendance	
Members of the Board in Attendance (via electronic & phone participation)	-Hurriyet Ok -Ruth Bennett -Steve Mullen -Gayle Yiotis -Sharon Sobel -Reggie Marston
Staff in Attendance (via electronic & phone participation)	-Chuck Pena -Arcelious Joyner -Jay Erausquin -Gabriela Silva -Lisa Clarke -Maryam Shah
Members in Attendance	n/a

Meeting Open		
Call to order at 7:17pm	Hurriyet Ok (President)	<p>-Reminder of Code of Conduct</p> <p>-Acknowledging conflict of interest in Board Code of Conduct</p> <p>Acknowledgements & Accolades:</p> <p>Chuck thanks Jay and his department for mailing the Notice of Member Meeting to all members. Jay also posted the Notice of Record Date on all external doors (including those on the side of the building), as is required under our bylaws.</p> <p>Chuck appreciates Gabby for formatting the August Staff Reports document, which now clearly differentiates between department reports.</p> <p>Chuck applauds Arcelious for researching lower quotes for air conditioning maintenance and calculating whether repairs or replacements would best serve FPA. Steve commends</p>

		<p>Arcelious for finding a licensed electrician at a reasonable price to install GFCI circuit outlet for the new garbage disposal.</p> <p>Chuck also thanks Steve for completing plumbing repairs.</p> <p>Steve thanks Gabby for her extensive accounting support, much of which is fulfilled on the weekends. She is leading the recruitment process to replace former accountant Rocio Lopez. Gabby heads ADP payroll processing and continues to work with Cathy Centra on HR matters.</p> <p>Steve acknowledges Sam Rogers for filling in on weekends when regular Equipment Room staff cannot work. Chuck appreciates Lisa for filling in on the weekends as well.</p>
Meeting Agenda	Hurriyet Ok (President)	<p><u>Motion to accept meeting agenda as written</u> Hurriyet ensures that all received the emailed agenda. He asks if there are any corrections or changes to the agenda. -Gayle motions to approve agenda, Steve seconds, all in favor -No objections. Agenda stands. -Meeting agenda approved unanimously.</p>
Approval of 7/31/24 Meeting Minutes	Gayle Yiotis (Secretary)	<p><u>Motion to approve July minutes as written</u> Gayle ensures that all received the emailed edited minutes. She asks if there are any comments or questions. There are none. -Steve motions, Hurriyet seconds, no abstain/oppose -July minutes approved by unanimous vote.</p>

Staff Reports		
Executive Director	Chuck Peña	<p>According to legal counsel, all FPA members with active membership on the Record Date of Friday, August 23, can vote in the upcoming election, even if their membership expires before the Sunday, September 29, election.</p> <p>The legal Notice of Member Meeting was published on August 8 and 15 in <i>The Washington Times</i>. On August 8, Jay mailed a hard copy to all resident members. On August 14, Jay posted the Notice of Record Date on all external doors. All of these measures were taken in conformity with FPA's Bylaws.</p>

		<p>The contract was signed for the League of Women Voters to conduct the Board Election on September 29.</p> <p>On August 6, Chuck was re-elected as the VP of the Alliance Center Office Condominium Unit Owners Association, which is beneficial to FPA. Chuck's written report provides more details.</p>
Engineering	Arcelious Joyner	<p><u>Building engineering:</u> The HVAC company, we currently have a service contract with, discovered a leak on 2 circuits for Rooftop Unit 6. They quoted a repair cost of \$7K. Arcelious is currently seeking quotes from other HVAC companies.</p> <p>There are some critical electrical meter issues occurring. -The current meter for Suite S has an error code and needs to be replaced by Dominion VA Power. Arcelious is working with them to identify which circuit will be affected when the power and meter are both shut off for replacement. He will schedule the date for meter replacement soon.</p> <p>Hurriyet asks about Red Card reports. Arcelious comments that we are plotting where we need to be. Change requests are missing from the report (# 4181-3). Most issues and trouble tickets have been resolved relatively quickly. Arcelious offers to send info on trends of trouble tickets, noting when they are created and resolved, as part of his Board Report. Hurriyet does not believe that this is necessary unless there is a major shift in trends.</p>
Production	Lisa Clarke	<p>Lisa included a different type of graph for the hours used in the facility. Per request, the graph now includes staff production, Radio Fairfax, and class usage. In June, Maryam had staff meetings and promo shoots, while Arcelious had maintenance bookings. These are included in facility usage. The busiest time of day is included by hour for June and July. We closed for a holiday and for hiatus in July, but there was more usage in the mornings due to Jay's summer camps in Studio A and the Edit Lab. WRLD had many hours, but half were for maintenance.</p> <p>There are 2 graphs for June and 2 for July (4 total). The June graphs represent June 1-30. We were closed for June 19 and had a partial hiatus in 3 TV studios at the end of June. The July graphs are for the full month.</p>

		<p>Hurriyet notices that Studio C is not used much. He asks if this is typical and how we can increase usage. Lisa replies that Studio C is typically the least used studio. It is the most technical studio and has only 1 student in the current class. There is only 1 regular live show produced there and 1 staff production producer who regularly uses it.</p> <p>Studio D has never been used. Since the hours of usage are 0, it does not show up in the first graph. Studio D is listed by hour manually in Lisa's graphs. All rooms are included in the second graph. The first graph only shows rooms used that month.</p> <p>Hurriyet hopes to discuss how to increase studio usage. This can be part of the Strategic Plan discussions in September.</p>
<p>Training / Office Manager</p>	<p>Jay Erasquin</p>	<p>Membership numbers fluctuate between the upper 300s to 350. The summer camps proceeded as planned and are now complete. In September, Jay will start planning the January to June course semester schedule and the summer camps for next summer. Then he will begin recruiting instructors, which takes a month or two to assign teachers.</p> <p>On August 14, we updated the membership form and added a donation option for renewing and new members. Hopefully, some members may round up their \$26 membership to \$30. Overall, 4 members donated, and we received \$80 in 2 weeks.</p> <p>Jay will continue to brainstorm ways to increase studio usage. Studio C is appealing, but once members learn its extensive capabilities, they can be overwhelmed by how much they need to learn to effectively use the studio. Studio D is not used. This semester, anyone who takes the radio production class gets training materials for Studio D. They have the option to test out Studio D if they pass the radio class and review the Studio D materials. If they want certification, they can schedule the test with the Training Department to get certified in that studio.</p> <p>Gayle asks about the July total membership numbers. There were 370 members at the beginning of July. At the end of July, FPA had 385 members including 7 new members and 20 renewals. On August 1, we had 351 members due to expired memberships. Some people don't renew on the month their membership expires. They only get a new expiration date if they</p>

		<p>have been inactive for over 1 year. The data system provides a daily snapshot, but it is not the best for reports. Jay manually checks and reports membership numbers at the beginning and end of each month. Based on updates done today (August 28), FPA is around 377-8 members.</p> <p>The four charts provided in Jay’s report detail new members and renewals at the beginning and end of each month. Hurriyet asks about overall trends. Summer months tend to be slower. September is a strong month for renewals because people want to vote in the election. January and February see increased numbers due to resolutions to learn or connect with the community. If we hold events to promote the station, Jay can track if they have an impact on new membership numbers. The monthly tracking is beneficial.</p> <p>Based on these charts, 2020 had the highest new members. In 2018, membership was at almost 800 or in the upper 700s, so we actually lost 200 members at the start of the pandemic. Unfortunately, we have not been gaining members back as quickly as we have been losing them.</p> <p>From January 2020 to now, we have lost almost half our membership. Hurriyet notes that new and renewing memberships keep dropping since 2020. Jay states that it’s easier to understand why renewals are lower. Fewer members overall mean fewer renewals. The reduction in new memberships could have many reasons. There are fewer productions, a transition to online podcasting, learning done elsewhere, or class offerings that are not enticing enough. Jay finds that the 2020 spikes in membership could have been when FPA reopened.</p> <p>Gayle inquires about the response to potentially holding an acting class. Jay answers that feedback isn’t great. Gale Nemec’s instructor fees are higher than FPA typically pays. Jay is narrowing down what kind of acting class interests members the most: theatre, screen, business, networking, etc. Jay received 30 survey responses. He will re-send it for 2 weeks in September in an attempt to increase feedback.</p>
Programming	Maryam Shah	Maryam hired a part-time weekend Master Control Operator after the transition from iTX to Cablecast was complete. His first

		<p>full weekend shift was August 24-25. He was quickly trained on the new Cablecast system, which is easier to use and more straightforward.</p> <p>Online membership payments will be set up soon. Maryam gave Gabby a recommendation on online vendors based on the web developer's recommendation. We are waiting on accounting for next steps. Hopefully, this can be completed by the end of the year.</p> <p>Maryam will introduce an Action Item to the Board in October to change the renewal process for shows from every 6 months to the annual membership renewal time. This will simplify and streamline the process, as well as reduce paperwork and confusion. It will not affect the 6-month booking calendar. It will require changes to the Operations Manual.</p>
Accounting	Gabriela Silva	<p><u>FPA Financial Statement Highlights – July 2024 (to be emailed)</u></p> <p>Gabby will send full financials next week when they are finalized. She did not want to send anything incomplete.</p> <p><u>Final Revenue for FY24:</u> -FY24 is the basis for accruals for FY25 -Cox Total: \$567,000 -Verizon Total: \$1,297,000 -Total Overall: \$1,864,000</p> <p>Marketable Securities up \$2 million due to market changes -Investment income as of July 2024: \$11,000,492 at Fidelity (compared to \$9,031,526 in July 2023)</p>

Committee Reports		
Finance Committee	Steve Mullen	<p>On Monday, August 19, Steve met with Keegan Anderson from Fisher Investments. They are excelling at managing our investment portfolio. FPA began investing with Fisher on April 26, 2023. Hence, in a little over 1 year, the return on our cable portfolio is 28.93% and non-cable is 28.5%. These results are incredibly impressive. We have 70% equity/30% fixed income assets portfolio that is acting like 100% equity without the additional risk. However, Keegan mentioned that we are leaving</p>

		<p>5% (approximately \$418,640 of missed revenue) off the table by using 70%/30% investment asset mix rather than 100% equity. Keegan does not suggest changing anything now, but moving to higher equity could be an option in the future to increase revenue. The market does fluctuate, and FPA does not need to do this now. The market is currently up, so it is a good time to own equity.</p> <p>Steve is working with our outside auditor Dan Burnett to review investment accounting. We sold some equities to boost our Bank of America (BOA) bank account in order to avoid exceeding our account balance with a payroll pay date approaching. Since we have never sold equity before, Dan will ensure that all necessary reporting occurs.</p> <p>Sharon asks about the tax implications when money is pulled from equity accounts. Because FPA is a non-profit, Steve replies that the usual reporting on equity transaction results for income on sale of assets doesn't apply to us in the same way it would for individual investors. Steve will bring this question to Dan Burnett for clarification. Steve thinks that FPA does not pay a tax on sale of assets due to being a non-profit.</p>
Performance Management	Gayle Yiotis	Personnel manual issues still need to be resolved. Gayle will bring the revised version to the Board for final approval in October. She will highlight any changes or additions.
Membership Development	Ruth Bennett & Colin Davies (absent)	<p>John Hanshaw is a lawyer, current Washington Film Institute Executive Director, and former PBS Associate Director of Program Underwriting Policy, who wrote the PBS underwriting guidelines. FPA cannot carry commercial ads, but can carry PBS-style underwriting announcements. John can clear up any confusion on this matter. We would like to schedule a hybrid meet-and-greet with him for September.</p> <p>Deniz Orhun is a chef with dozens of YouTube programs who has worked on over 1300 shows. We have a kitchen set that is not used much, and she could potentially do a cooking demonstration. Gayle notes that FPA does produce cooking shows like "Chef's Kitchen."</p> <p>Colin will most likely not stay on the FPA Board. Ruth would like a co-chair for the Membership Development Committee.</p>

Operations	Reggie Marston	We did not purchase an LED wall at the Russia Today studio auction. Some sold for small amounts and another for \$15K. Nothing else to report.
Promotional Development	Peggy Fox (absent)	Nothing to add to report.
Revenue Generation	Sharon Sobel	<p>She wonders if we have an answer on what activities are permitted to raise money. Chuck says that we asked the lawyers if we can offer commercial video production services, and the answer was no. This could be in violation of the administration agreement between FPA and Verizon Virginia.</p> <p>-Chuck will email the portion of the administration agreement related to our inability to provide commercial video production services. He will highlight the verbiage on pages 2 and 10. Ultimately, funding from cable companies must be used solely for cable public access purposes only.</p> <p>Cox informed Chuck on August 23 about a grant opportunity due by September 23. The deadline is tight, but he is working on the application. This demonstrates our excellent relationship with Cox Communications.</p> <p>Steve says we need new fundraising tactics and potentially for a fundraiser to join the Board.</p> <p>Sharon asks how the Finance and Revenue Generation Committee will differ. Steve wants them to remain separate because the Finance Committee primarily concerns the annual budget, whereas Revenue Generation is focused on fundraising.</p> <p>Gabby asks if staff can join committees. Chuck replies that there is no impediment. Rocio was on the Finance Committee in the past. Sharon asserts that committees can include de-facto staff members, like how Arcelious is part of the Operations Committee and Gabby is on the Finance Committee. There are natural collaborations for staff to be liaisons on committees.</p> <p>Gayle asks Sharon what she prefers the committee to be named, and she favors "Revenue Generation."</p> <p><u>Motion to establish "Revenue Generation Committee" with Sharon Sobel as Chair/Director</u></p> <p>-Gayle moves, Steve/Hurriyet second, all in favor</p>

		-Motion passes unanimously. -Gayle and Steve agree to help Sharon.
Strategic	Vacant	

Meeting Close

Unfinished Business	<p><u>FPA Strategic Planning Initiative:</u></p> <p>Hurriyet declares that we intend to complete the plan in the next 4-5 months and have a finalized Strategic Plan by February.</p> <p>Our consultant, Lynn, worked with us to develop a questionnaire survey for staff, members, a few stakeholders, and the Board. Chuck and the Board are reviewing those questions now. Hurriyet wants the questions finalized and the survey invitations sent by next week (before the annual meeting).</p>
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New Business	<p>Gabby asks if staff members are responsible for outreach efforts to obtain new members or if a committee is in charge of this. Hurriyet believes that Ruth's Membership Development Committee is responsible for discovering ways to bring members back.</p> <p><u>Reestablishing FPA/GMU Partnership:</u></p> <p>-Chuck is still trying to reinvigorate our partnership with George Mason University (GMU). Chuck muses that we could have a large influx of new members by working with GMU. Gayle suggests connecting with Northern Virginia Community College, but Chuck notes that the NVCC campus that primarily offers television production courses is the Alexandria campus, which is much farther from FPA than the main GMU campus in Fairfax.</p> <p>-Sharon asks what opportunities GMU students would get at FPA that they do not get at GMU. Chuck explains that under the prior Director of the GMU Film and Video Studies (FAVS) program, FPA offered a 400-level senior class in our TriCaster Studio C. GMU has no equivalent broadcasting studio, and students received full academic credit for this course. We offered the same materials, instructor, and facilities to our members and GMU students. Some students became members. Overall, strengthening this collaborative relationship benefits all.</p> <p>-Gayle wonders why the class stopped. Chuck replies that we offered the class again, but no one signed up. The former program director believed that FPA being off campus made transportation too difficult We could offer tours to students to entice them to come to FPA and use our facilities.</p>
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	<p><u>Potentially Increasing Membership Cost:</u></p> <p>-Gabby asks if we can increase membership prices to cover credit card processing fees incurred from accepting online credit card payments for memberships. Gabby also wonders who determines the membership fee.</p> <p>-Chuck states the Board established the current pricing, which is incorporated in the Board-approved Policies and Procedures Manual, so changing the fee would require Board approval. The Board has not given staff discretion to modify the Policies and Procedures Manual. Hurriyet asks Gabby to make a concrete proposal to bring to the Board for the next meeting.</p> <p>-Hurriyet asks if the credit card processing fee is significant. The website developer recommended a vendor, but Gabby has not looked into this yet. Sharon comments that credit card payments usually charge 3% per transaction. Reggie adds that Venmo for businesses charges 3.5% for credit card payments. Hurriyet wonders if checks would be cheaper. Sharon suggests ACH. We will look into all options.</p>
<p>Confirm Future Meeting Dates</p>	<p>Next meeting: Wednesday, October 30, 2024 at 7pm.</p> <p>-No Board meeting in September due to the Annual Member Meeting and Board Election on Sunday, September 29.</p>
<p>Adjournment at 8:30pm</p>	<p>Gayle motions, Steve seconds, all in favor</p> <p>-August Board meeting adjourned at 8:30pm</p>