

FPA BoD Minutes – 10/25/2023 @ 7:06pm

Minutes taken by Transcriptionist on behalf of the Board Secretary on

Minutes approved by the board on 12/13/2023 @7:15 pm

<b>Attendance</b>	
Members of the Board in Attendance (via electronic & phone participation)	-Ruth Bennett -Steve Mullen -Gayle Yiotis -Peggy Fox -Happy Garcia -Hurriyet Ok
Staff in Attendance (via electronic & phone participation)	-Chuck Pena -Arcelious Joyner -Jerry Ferguson -Jay Erausquin -Maryam Shah
Members in Attendance	n/a

<b>Meeting Open</b>		
Call to order at 7:06pm	Ruth Bennett (Vice President)	<p>-Reminder of Code of Conduct</p> <p>-Acknowledging conflict of interest in Board Code of Conduct</p> <p>Acknowledgements &amp; Accolades:</p> <p>Happy mentions that there were two candidate debates for Fairfax County Chairman of Board and Quarter (unsure of word) Clerk in September. These debates were aired live on two different Mondays. Happy appreciates Arcelious, Sam, Maryam, and other staff for correcting minor issues immediately. The event was live and flawless because of the staff's efforts.</p> <p>Steve acknowledges Gabby Silva for filling in as accountant on the weekends since Rocio left her position on September 15. She has done an outstanding job assisting with income reports and helping to hire Rocio's replacement while still holding another full-time position during the week.</p>

		<p>Steve appreciates Ruth for being an exceptional chair of the Annual Member Meeting on Sunday, September 24. He also thanks the whole staff for their excellent work.</p> <p>Ruth thanks Arcelious for maintaining the rooftop HVAC units as well as fulfilling his other duties.</p> <p>Steve appreciates Gayle for drafting the well-written minutes and incorporating last-minute updates. Gayle acknowledges transcriptionist Nikki for writing the minutes.</p> <p>Hurriyet thanks Isaac Asare for his dedicated work on FPA's Board for the past six years. He is leaving his role, but his service is appreciated. We thank Isaac and will miss him.</p>
Meeting Agenda	Ruth Bennett (Vice President)	<p><u>Motion to accept meeting agenda as written</u></p> <ul style="list-style-type: none"> <li>-Election of Director is eliminated from October meeting agenda.</li> <li>-Gayle reminds all to follow the agenda emailed by Ruth rather than the one sent by Isaac that has the election of the Director included. Ruth emailed the agenda to the Executive Committee, and Gayle emailed it to the full staff and Board.</li> </ul> <p>Ruth asks if there are any corrections or changes to the agenda.</p> <ul style="list-style-type: none"> <li>-No objections. Agenda stands.</li> <li>-Meeting agenda approved unanimously with no changes.</li> </ul>
Approval of 8/30/23 Meeting Minutes	Gayle Yiotis (Secretary)	<p><u>Motion to approve August minutes as written</u></p> <p>Gayle asks if there are any changes, objections, or questions to the August minutes. There are none.</p> <ul style="list-style-type: none"> <li>-Steve motions, Happy seconds, no one abstains/opposed</li> <li>-August minutes approved by unanimous vote</li> </ul> <p>All agree that many extraneous comments will be removed from comprehensive minutes moving forward.</p>
Election of Board Officers	Ruth Bennett (Vice President) then Hurriyet Ok (new President)	<p><u>Election of Board Officers:</u> <u>President, Vice President, Secretary, and Treasurer</u></p> <p>Ruth asks for nominations to these positions.</p> <p><b>President:</b> Steve nominates Hurriyet, Ruth seconds</p> <ul style="list-style-type: none"> <li>-Steve notes that Hurriyet is especially well-qualified, intelligent, helps FPA, supports staff, understands FPA's technology and financial challenges, and offers commonsense suggestions to fix</li> </ul>

		<p>problems. He has been a great Chairman of the Operations Committee and offers important recommendations for equipment replacements/upgrades. Ruth adds that he is calm and collected under pressure and always serves the best interests of FPA.</p> <ul style="list-style-type: none"> <li>-No other candidates are nominated.</li> <li>-Hurriyet Ok unanimously elected as new FPA Board President.</li> <li>-Hurriyet takes over for Ruth in leading Board meeting.</li> <li>-All congratulate Hurriyet. He thanks the staff and Board for the kind words and hopes to serve as best as he can in this role.</li> </ul> <p><b>Vice President:</b> Hurriyet nominates Ruth, Gayle seconds</p> <ul style="list-style-type: none"> <li>-Hurriyet states that Ruth has been an excellent VP and always helps FPA members and Board.</li> <li>-No other candidates are nominated.</li> <li>-Ruth Bennett unanimously voted to continue as Vice President.</li> <li>-She thanks all for re-election and will serve to her best abilities.</li> </ul> <p><b>Secretary:</b> Steve nominates Gayle, Peggy seconds</p> <ul style="list-style-type: none"> <li>-Steve comments that Gayle is very well-qualified, the ultimate professional, intelligent, and an excellent writer. She works well with everyone and completes necessary last-minute changes to the minutes. She has fulfilled this role for years and always has the best interests of FPA at heart.</li> <li>-No other candidates are nominated.</li> <li>-Gayle Yiotis unanimously voted to continue as Secretary.</li> </ul> <p><b>Treasurer:</b> Hurriyet nominates Steve, Gayle seconds</p> <ul style="list-style-type: none"> <li>-Hurriyet remarks that Steve has performed this role expertly for many years, and FPA is consequently in good financial standing.</li> <li>-No other candidates are nominated.</li> <li>-Steve Mullen unanimously voted to continue as Treasurer.</li> </ul>
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Staff Reports		
Executive Director	Chuck Peña	<p><u>Annual Member Meeting and Board Election on September 24</u></p> <ul style="list-style-type: none"> <li>-Chuck remarks that the meeting was a success and thanks all involved. He thanks Maryam for coordinating the hybrid (Zoom and in-person) Radio Guild meeting in Studio B immediately prior to the Member Meeting. Chuck appreciates Training Director Jay for mailing out necessary notices and candidate statements, in addition to posting notices in the building as required under bylaws. He thanks Production Director Lisa and</li> </ul>

production staff for organizing the live Zoom meeting studio production. He also acknowledges Arcelious and the Engineering Department for setting up both Zoom meetings and implementing the ElectionBuddy internet voting tool. Chuck thanks all staff, Board members, candidates, and the League of Women Voters for making the election so successful.

FCC Comments to Fight Digital Discrimination

Chuck reported months ago that Nancy Werner, former general counsel at the National Association of Telecommunications Officers and Advisors (NATOA), filed comments with the FCC, on behalf of the City of Philadelphia and other municipalities, that make a strong case that digital discrimination can be eliminated and prevented best by once again providing state and local governments with some regulatory authority over internet services (which was taken away from state and local governments by the FCC in 2002).

-Such proposed regulatory authority provided to state and local governments could be a first step that might open the door for legislative action to once again allow state and local governments to receive fees from internet service providers (ISPs), which are cable operators Verizon, Comcast, and Cox in Fairfax County.

- FPA would not automatically receive funds because there would need to be legislation that specifically states that Local Franchising Authorities (such as Fairfax County) may mandate that funding be provided by cable operator ISPs to Public, Educational and Government (PEG) access entities (such as FPA). Before 2002, FPA received eight-tenths of one percent of all internet revenues.

-After leaving her position with NATOA to be a private practice partner in a telecommunications law firm, Werner has less time to speak thoroughly with Chuck on governmental and regulatory matters as she had prior to her leaving NATOA. She suggests that Chuck contact NATOA Legislative Director Mike Lynch and ask if he can work with Chuck to monitor the above comments filed with the FCC.

-Werner previously told Chuck that she thought the FCC would approve the comments once the FCC had all five commissioner slots filled. The fifth slot was vacant for a very long time, but Ana Gomez was finally sworn in as the fifth FCC commissioner on September 25.

		<p>-Restoring net neutrality will be the FCC's first priority, but then we hope to see whether Werner's comments will be considered.</p> <p>- A vote to approve Werner's comments will not immediately give FPA internet revenues. Obtaining internet revenues will require a strategic campaign that may not come to fruition. However, putting in the effort is worthwhile because these internet funds would be the single greatest cure to lost revenue. Cable operator ISPs are losing cable subscribers as subscribers migrate to streaming. These financial losses to the cable operator ISPs are offset by revenue brought in from internet service fees.</p> <p>-Therefore, this would be the single simplest fix to resolve our financial concerns, but it will not be quick. Chuck can provide more details to anyone interested.</p> <p><u>Redevelopment of Property</u></p> <p>Chuck gave a thorough report about the redevelopment of our property during the Annual Member Meeting. Two days after the Member Meeting, he received an email from the Department of Planning and Development with their initial comments following the September 18 community meeting (discussed during the Member Meeting) at Luther Jackson Middle School, regarding all Merrifield area Site Specific Plan Amendment Nominations, including that of our Alliance Center. Most comments seemed boiler plate (e.g., "How will your proposal revitalize the area?"). Chuck will allow consultant Steve Teets to respond to the department's inquiries, since he has the most experience in responding to comments and inquiries such as these. (He was responsible for the governmental and regulatory aspects of developing the adjacent Mosaic District.) Further comments from the community or other entities will be passed on to us.</p> <p>-Steve Teets told Chuck that it looks like our Site Specific Plan Amendment Nomination will not be approved by the Board of Supervisors until 2024. This will have little impact on the timing of a successful sale that would bring in an optimal sales price, since interest rates are so high. Two different real estate brokers, one being CBRE, suggest we wait for rates to fall, in order to get the optimal price for the property, which could take a year or more.</p> <p>-The high interest rate delay is unfortunate because we have done a great job of moving matters forward, but some outside circumstances cannot be controlled. For instance, a few months ago, we negotiated excellent contract terms between FPA and</p>
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		<p>the County, regarding what would be presented to Comcast Cable in Reston, under a new cable franchise agreement. We would have received an extra \$50K, if the franchise was renewed, but unfortunately the County and Comcast Reston extended the current franchise agreement until 2026.</p> <p>Chuck notes that Maryam is working with a local fire station on a Toys for Tots donation drive.</p> <p>Chuck thanks Arcelious for securing a no-cost loan of a Panasonic switcher for our evaluation.</p>
Engineering	Arcelious Joyner	<p><u>Building Engineering (August and September): Rooftop Repairs</u></p> <ul style="list-style-type: none"> <li>-Completed necessary replacement of main 10-ton rooftop AC unit that services half of building and 5-ton split unit that provides air to nova.org and Kol (unsure of word) location space in Engineering. We used Commercial Express (company we have service contract with) and completed both replacements at once to save money (already ordered crane to replace one unit).</li> <li>-Completed necessary repairs to rooftop AC units 4, 6, and 7: More cost effective to repair than replace, but budget for emergency repairs/replacements is exhausted by a little.</li> </ul> <p><u>Completed Projects</u></p> <p>Registered GoDaddy domains: fcac.org, radiofairfax.com, radiofairfax.org, novapublicmedia.org, and nova.org</p> <ul style="list-style-type: none"> <li>-Migrated all domains from GKG (non-responsive to e-mails) to GoDaddy</li> </ul> <p>Acquired an additional 1 GIG through Cox Internet Circuit at a lower cost. Since we share internet connectivity with nova.org and tenants (1 currently), we will run in parallel on both circuits until we can migrate fully to the 1 GIG circuit.</p> <ul style="list-style-type: none"> <li>-New internet saves around \$1K monthly</li> </ul> <p><u>Ongoing Projects</u></p> <p>Cablecast video server replacement for iTX video playout servers is 90% complete. We are actively working on cabling, labels, and documentation. A bundle of cables arrives this week to complete installation. We are scheduling for Cablecast to do Part 1 of server commissioning during the second week of November.</p>

		<p>Ross Ultrix commission will occur in November to replace part of the in-house video router (expansion of old router). The second phase will be to replace the old router with a new one later on to handle all video signals in-house.</p> <p>-Bundle purchase (Cablecast and Ross together) with Digital Video Group saved money.</p>
Outreach	Jerry Ferguson	<p>Nothing to add to report.</p> <p>Jerry says he has had an especially busy month, and Hurriyet appreciates his work. Happy asks if Jerry can email a fee for service price menu to Board by the next meeting. Jerry agrees.</p>
Training	Jay Erasquin	<p>Not much to add to report.</p> <p>Jay notes that this semester was a mixed bag because some classes were cancelled. The Videography with Smartphones class is very successful: all 3 classes were confirmed. Since there is an interest in AV media equipment for content creators, we should keep this in mind when facing facility upgrades and equipment purchases. FPA should not move away from TV/radio broadcast studio production but add content creation assistance into our mission of what FPA can provide members and the community.</p> <p>Next semester, we will offer an OBS Screencasting and Streaming class to teach participants how to create online content for platforms like YouTube. Announcement for next semester's classes goes out next week.</p> <p>For 2024 Summer Camps, Jay is cutting the two that did poorly and adding two that had full enrollment in 2023.</p> <p>-TV Studio Camp and Video Editing Camp will have 2 camps each in 2024. Both had positive feedback from 2023 campers.</p> <p>Jay emphasizes that we are upgrading equipment to bring in more members and focusing on classes with more interest. Because members seem to enjoy classes to aid in self-promotion, Jay wonders if there is wiggle room for members to use FPA's equipment to create content that is aired on our channels and used for monetization. Jay notes that there is a policy for producers to request a buyout of their 1 year</p>

		<p>distribution rights but there is no set fee (case by case basis). Happy wants to revisit the licensing agreement.</p> <p>-Chuck emphasizes that we don't want to jeopardize the \$2 million cable company revenue we receive to earn a few new members. Our current revenue has a substantial drop, but we are doing much better than many other public access stations.</p> <p>-Jay suggests creating facilities equipped for video blogging and offering a 2-tier payment system. Members could record for free after training and others looking to monetize their content could pay a fee to use our facilities. Content creators use new technology that is portable, compact, affordable, simple, and high-quality, so we could blend this into our training and equipment to increase membership.</p> <p>Happy and Ruth ask about making membership payments on the website. Jay replies that we are waiting for the new Accountant to determine what vendor they want to use for online payments and have them work with the Web Developer to add a system into the website. If we use Clover, Jay can email invoices with a URL link to a payment page. Jay can email individual members registered for classes or those requiring membership renewal. FACIL is already upgraded to allow us to enter online payments. The new Accountant should be able to finalize the online payment process rather quickly.</p>
Production	Lisa Clarke (absent)	Nothing to add to report.
Programming	Maryam Shah	<p>Report has number tallies. Numbers are relatively the same with only a few dips, but they will continue to be monitored.</p> <p>Maryam informs that the newest Instagram video ran in August. Every month, we have been running a new ad or boosting a popular social media post since we have a lot of social media engagement (especially Facebook). We are very economical and target ads in Fairfax County and immediate borders. Monthly Google Analytics (provided in reports) shows a direct correlation between increased website traffic and ad timing. When an ad is used, there is more website traction and people spend more time on the website. Social acquisition numbers have increased in the last few months from single digits to over 20%. We will not pay full-scale money on ads until the name change, but we will continue to do monthly social media ads.</p>

		<p>Maryam ordered Radio Fairfax swag for producers, including popular car magnets. She distributed them at the Annual Member Meeting and will send them to other producers.</p> <p>Maryam met with four design and marketing companies and received quotes for brand and marketing assistance, logo redesign after the name change, and website redesign with or without CMS (already have Web Developer). The quotes include the cost of marketing and future advertising. All quotes except one are from local Fairfax County companies; the other is from a designer recommended by our Web Developer. Most quotes are \$10K or under, which is lower than expected. Maryam, Chuck, and Peggy will discuss the quotes at their next PR Communications meeting.</p> <p>Jay helped Maryam prepare for the inaugural Fairfax Fiesta Festival. Unfortunately, the Saturday, September 23 festival was cancelled due to inclement weather. We created bilingual (English/Spanish) fliers for Channel 30 to attract more international producers. They aren't timed, so they can be used in the near future.</p> <p><u>Donation drives:</u> Maryam will work with the Eleanor U. Kennedy Shelter in South Fairfax County to do coat drive. The Director of Community Engagement sent Maryam a list of preferred donation items, which she will share in a broadcast to membership next week. Maryam is also working with the Merrifield Fire Station on a Toys for Tots drive.</p> <p>Engineering helped Maryam to obtain the Classic Arts Showcase to air on Channels 10, 30, and 36. She thanks Arcelious and Armando for getting the satellite feed. The Radio Fairfax TuneIn app now features song information and album art due to an API that Engineering set up. Maryam is redesigning Channel 37's Bulletin Board due to constraint with "Now Playing" widget (too small). She is working with the Web Developer Mark and Arcelious to finish the backend website upgrade.</p> <p>Peggy and Steve say that Maryam did a great job with the new social media posts and videos. Gayle asks if Maryam did any reels, and Maryam replies that there was a reel running all through August. Maryam and Peggy suggest that everyone</p>
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		<p>follow FPA’s social pages (“FPA TV Radio” on Instagram) and like posts. FPA’s social media icons are listed in the monthly MailChimp emails. The reels are also visible directly on FPA’s profile. Maryam comments that we plan to do a more aggressive ad campaign after the name change.</p> <p>Maryam adds that we released our newest member spotlight in October to celebrate an international radio producer’s 25th anniversary. There is a short version and a 3-minute version on YouTube. This was the first semi-bilingual spotlight (includes subtitles), and the producer is happy with the outcome. The next member spotlight will come soon.</p>
Office Manager	Rocio Lopez (resigned)	<p><u>September Income Statement Highlights</u></p> <p>FY15-23 Q1-Q4 actual revenue provided in chart, along with annual dollar and percentile change for same time in prior year.</p> <p>(amounts compared to FY23 Q1 actuals)</p> <p>Total Cable Support Grant Cox: FY24 Q1 accrual up \$13K  Total Cable Support Grant Verizon: FY24 Q1 accrual up \$40K  -Q1 payments expected in late October or early November  -Actual amounts will be updated in December</p> <p><u>Hiring New Accountant to Replace Rocio</u>  There were 69 applicants for Rocio’s position. We hope to officially hire a new accountant in early November.</p>

Committee Reports		
Finance Committee	Steve Mullen	<p><u>First Open Board Position to Appoint John Aaron’s Replacement</u></p> <p>-FPA needs to fill the remaining term on John Aaron’s appointed Board position. This candidate needs financial and strategic planning experience.</p> <p>-Steve notes that the Board agreed to allow other members to nominate alternative candidates, and he asks for these nominations now.</p> <p>Mary Gillam is another candidate. Steve likes this option, but he needs to ask Lisa about her availability since she is still working</p>

		<p>on programming at FPA. Gayle adds that we were going to meet with Chuck's candidate Sharon Sorbel also.</p> <p>Hurriyet asks if we can make an appointment for John's seat by the next Board meeting. Ruth is hopeful and mentions that Chuck is meeting with all candidates. Hurriyet clarifies that Tim Bowden seems to be the only official nominee.</p> <p><u>Second Open Board Position to Replace Isaac Asare's Seat</u>  -Hurriyet asks for candidates for the other open Board position.  -Referring to the agenda, Happy remarks that he thought this task was postponed. This is the normal 3-year appointment.  -Hurriyet suggests moving this matter to unfinished business.</p>
Performance Management	Gayle Yiotis	Nothing to report.
Membership Development	Ruth Bennett & Colin Davies (absent)	<p>Ruth reports that she and Colin are planning a Meet-and-Greet for Women's History Month in March with the new organization, the National Center of Women's Innovations. They highlight overlooked female-pioneered innovations and provide women with the credit and publicity they were never afforded. Some examples of forgotten or little-known innovators include Evelyn Berezin (developed word processor), Grace Hopper (computer software), Hedy Lamarr (frequency hopping which led to Wi-Fi and Bluetooth), Ada Lovelace (computer programming), and Marie Van Brittan Brown (first video home security system).</p> <p>The Executive Committee voted in favor of having a holiday party. Maryam needs approval and a preferred date to plan the annual holiday party. Maryam will confer with Chuck about the date and location.</p>
Operations	Hurriyet Ok	Nothing to add to report.
Promotional Development	Peggy Fox	<p>Nothing to add to Maryam's report regarding promotions.</p> <p>Gayle asks Peggy when we can use the new name. Chuck reports that we will do a soft launch. The lawyer informed us that in the next six months the U.S. Patent and Trademark Office may ask us to make modifications, so we do not want anything firm like a logo or attire that we later have to alter. This is a mutually contradictory effort because we have to be prepared to make changes while also demonstrating that we are using the</p>

		<p>name in trade in the next six months. The 2024 course schedule, class schedule, and other materials produced by Jay will use the new name to satisfy this requirement. The Angelika promotion can use both names: NOVA Public Media (formerly Fairfax Public Access). Chuck likes using both names for a while to clearly communicate to the public that this is the same organization moving forward. The hard transition to the new name can come after this period of overlapping the names.</p> <p>Happy asks for a specific timeline. Chuck replies that the final decision on the hard launch is up to the U.S. Patent and Trademark Office and may be around mid-2024. The soft launch can begin January 1, 2024 or earlier.</p> <p>Happy inquires about when producers can use the new name in their end credits. Chucks answers that Fairfax Public Access or Fairfax Cable Access Corporation should be used through the end of the year, and in 2024, both names can be used.</p> <p>Peggy asks about the logo. Chuck is working with Jay on this because there is a concern that our logo may be too similar to another and require alterations. The starburst in our design’s “O” will remain but receive minor changes. Chuck reiterates that the U.S. Patent and Trademark Office may still require further adjustments. Maryam reiterates that the quotes she received from four design and marketing companies include logo, mockups, and design with research to prevent trademark infringement.</p>
COVID Transition	Happy Garcia	Nothing to report.
Strategic	Vacant	Strategic Planning Committee on hold.
Outreach	Vacant	Outreach Committee on hold.

Meeting Close	
Unfinished Business	<ul style="list-style-type: none"> <li>-Maryam and Chuck will determine a holiday party date and location.</li> <li>-Name Candidates to Fill Isaac Asare’s Open 3-Year Board Seat</li> <li>-Appoint John Aaron’s Board Replacement</li> </ul>

New Business	None
Confirm Future Meeting Dates	Joint November / December Meeting: Wednesday, December 13 -Happy motions, Peggy seconds, no one abstains/opposed, all in favor -Meeting date unanimously confirmed for Wednesday, December 13
Adjournment at 9:00pm	Steve motions, Happy seconds, all in favor -October Board meeting adjourned at 9:00pm