

JAm Board Meeting
April 12 2023
Via Zoom

5:30pm

Attendees: Samantha Davidson Green, Craig Sterritt,, Joe Major, Sean McIntrye, Sam Kaas, Tracy Hutchins, Peggy Allen

1)February 2023 minutes reviewed and approved.

2) Finance Report:

3) Director's Report: Samantha walked the board through the ED Report (See below).

1). The board supported extending the lease in the JAM space (not a vote)

2). The board supported Samantha making an offer to Tamara W. (not a vote)

3). The board declined to formally extend the Strategic Planning deadline, but encouraged us to evaluate the progress at our June meeting and decide then if adjustments to our target date make sense

Director's Report:

(1) **JAM in the news:**

(a) Valley News: [Shaker Bridge Theater moving to WRJ from Enfield](#) (3/21/23)

(b) Valley News: [White River Indie Films may have secret to success](#) (3/23/23)

(c) Valley News: [Theater company feeling forced out of Briggs Opera House](#)
(3/29/23)

(2) **JAM weekly highlights:** Round-up of our programming, events, media education, and podcasts. Visit <https://uvjam.org/show-highlights/>

(3) **JAM Programming, Production, Events and Facilities Updates:**

(a) **@JAM space:** Our central location remains a great asset, supporting increased engagement and visibility for our channels/programs. We have a verbal commitment from David Briggs to renew our 12-mo lease (expires end of April). Our monthly thematic programming strategy continues to be helpful organizing content across our channels/in-person activities and messaging to the general public. March was "A Home in the World" (housing justice); April is "Live on Earth" (sustainability).

- **Media education** highlights: Community College of VT Filmmaking I course (started 1/25/23), Osher @Dartmouth Documentary Production course (ended 3/3); Winter Film Club finished (4/5), Spring Film Club starts 4/19, Scriptwriting Group (biweekly), Media Artist-in-Resident

production project with Thetford Academy.

- **Media arts installation & events** highlights: **Laura DiPiazza's "Redlining Our Souls"** opened on First Friday (3/3/23) to a highly attended reception (40-50) and ran through the month of March, attracting a steady stream of visitors. We partnered with VT Works for Women and King Arthur Baking Co. **LunaFest** (3/10/23) festival of films by/about women with well-attended reception at JAM/screening at BOH.
 - **WRIF – White River Indie Film Festival (March 23-26)**: The BIG event this period was WRIF, now a JAM program. Over 4 days we presented 10 feature films, 5 shorts by Emerging Filmmaker winners, 2 panels, 2 filmmaker Talk-Backs, 2 evening parties, and 2 brunch events. We saw a nearly 3X increase in participation from last year (605 distinct attendees, 800+ tickets issued) and 4X box office sales increase. With sponsors and donors, the festival broke even financially (if not better, final report in progress) and has attracted broad very positive feedback. The festival team has debriefed and scheduled next year's for Feb. 15-18, 2024.
 - **Upcoming: StoryJAM** (4/21), **Family Media Art Pop-Up** 4/22 for Earth Day. Animation installation by **Prof. Jodie Mack** for April (in progress) with "JAM GEO" playlist of earth and sustainability-related video by local producers. In May: Annelise Orlick screening with VT Public/Norwich Bookstore (5/4), Vievee Francis Book Release, 48 Hour Film Slam, Freedom & Unity Young Filmmaker Contest awards/screening, *Passion in the Pandemic* local film screening with Nora Jacobson.
 - **JAM Summer Camps** registration is underway. We have 6 camps planned June 24-August 4, including a high-school film intensive.
- (b) **Briggs Opera House**: We are serving our Venue Management agreement with the Gates Briggs Corp. whereby we book contracts, orient users, and maintain oversight in exchange for 15% commission on contracts and 50% discount for our own uses. We also have full use of the Box Office space at no charge. We have signed a 12-mo/ agreement (8/1/23-7/31/24) with Shaker Bridge Theater to for continuous service beyond 8/1/23 when they become the leaseholders.
- (c) **Production**: The JAM production unit continues to support 25-35 productions/month, including government, community, and podcast productions, with a spike in March for Town Meetings/budget hearings.
- For-Hire** contracts in March/April: Town of Plainfield Historical Preservation short documentary (new). On-going: City of Lebanon Heritage Commission (pre-colonial history), Advanced Transit How-To video series. **Members**: Lebanon Opera House has joined JAM as an organizational member. We are covering their events throughout the year to support video content for their 100th year capital campaign. JAM continues to support media for members

UVMC and AVA.

(d) Audio/Podcasting: New podcasts this term include: “Insincerely Yours, Earth” from Law Prof. Jonathan Rosenbloom on environmental law and sustainability; Upper Valley Haven - title TBD; audiobook “Prelude” recording in progress by Helen Davidson; Jacqueline Christie and Sunny Heart readings. There is no doubt the demand for audio production is strong and growing. We are evaluating our services model and intend to implement a pay-for-service model after a set number of free/supported episodes to start later this month.

(e) Cable Agreements/updates: I met with Paula Wehde, consulting for Woodstock Community Television, and WCTV Board Chair Charles Rattigan in February to discuss the agreement leftover from Bob Franzoni’s era to pass 50% of our VTEL funding through to the Woodstock channel, which shares part of the Hartland service area. I proposed that they share the production of meetings, specifically to take the school board meetings (which is a lesser portion but more easily parceled off). I am awaiting feedback.

(4) Personnel & Workforce Support: No changes to our work force this period. **Kate Barber** as PT (10 hrs/week) Media Arts Programs Administrator and **Tamara Waraschinski** (consultant 10 hrs/wk for WRIF festival sponsors/panel events) have been terrific additions to the team and enabled our success at WRIF. I’ve asked Tamara to continue her consultancy for grant-writing and to seek sponsors for JAM this spring.

(5) Grants & Sponsorships: JAM had great success raising sponsorships for WRIF, including \$4k from Leslie Center for the Humanities, \$1500 from Turner Environmental, \$2000 Bill Stetson, \$2K NH Charitable Foundation, \$1500 Dr. Abigail Adams, \$1K White River Subaru, \$1K Fat Hat, \$500 Revolution, \$500 Rowley Agency, and others. These mostly pass through to the costs of the festival but also work to build relationships for on-going JAM sponsorships. We are awaiting a decision from the VT Arts Council Creative Futures Grant (general operating) and have been invited to apply to the Jane B. Cook Trust.

(6) Strategic Planning: Eileen Lambert, Peggy Allen and Samantha met in early March to chart our next steps, after mutually acknowledging that our February committee meeting left confusion about aims and process. We agreed that we’d rather push our time horizon to complete the final report in favor of best practices to get there. Eileen will join the JAM staff at our next all-staff meeting 4/12 where departments will share their 3-5 year priorities/vision based on data collected over the past 18 months from new programs. We look forward to the next SP committee meeting 5/5 in person.

(7) For Discussion and/or Approval:

(a) **Lease Agreement with Gates-Briggs:** I seek the Board’s support to renew our current lease in the JAM space, with an incremental increase for more storage behind our retail space.

(b) **Development Associate:** If she is willing, I seek board support to hire Tamara Waraschinski as a part-time Development Associate (up to 25 hours/week). I

wish to discuss appropriate compensation range with the board.

(c) **Strategic Plan:** I seek Board support for delay of final report until later in 2023.