

JAM Board Meeting
Tuesday, June 13, 2023 5:30-7pm

Attendees: Daniel Maxell-Crosby, Craig Sterritt, Sean McIntyre, Tracy Hutchins, Sam Kaas, Peggy Allen, and Samantha Davidson-Green

- 1) April 2023 Minutes: Reviewed and approved
- 2) March -April 2023 Finance Report - Samantha clarified how dollars for Briggs Opera House is handled. Samantha explained the cash cushion in the bank and moved cash from checking into a 6 months CD. She also reminded the board that Comcast payout was due in August.
- 3) Exec. Director's Report (see below): Discussion
- 4) Strategic Plan Update: Final Form - Samantha asked for feedback. Peg suggested board members could submit SPs they have seen or worked on. SP Committee meets again in late August.
- 5) Financial Protection

Peggy let the board know in light of Listen.... Tracy asked if we were "bonded" - Insurance you can get a policy. Should there be a second signer policy on larger checks. Sean said there are several internal controls that we could implement. Awaiting a meeting with the book keeper. We discussed the need for a Policy and Procedures. Annual audit requirements would reveal financial irregularities. They are expensive.. Since we don't we don't have annual audits, there haven't been procedures. Tracy: Sometimes grantors will require audits. Sean has a list of accounting firms that do audited returns. Samantha will push to get the book keeper meeting.

- Board leadership & officers Peggy let the board know that August would be her last as a board member.

Samantha let the board know that several people connected with JAM may be interested in joining the board. There was some discussion about the process. By-laws require 7 board members. Samantha recommended 9 or 10 with a goal for more diversity. Samantha agreed to work with Tracy to talk to some of the potential candidates. Sean asked if JAM has ever used Tuck's Board Fellowship Program. Sean will provide contact information.

Samantha brought up that Vermont Law School President Rod Smolla & Dave Celone, have Free speech background. Potential to have a law student internship.

- Board Policy documents:
JAM Conflict of Interest Policy - renew signatures - Samantha will email to each board member and needs it returned with signatures. Tracy pointed out that this is a very standard COI - very generic.

JAM Whistleblower Policy - review/revise as needed/vote to adopt; There was a discussion of who should be the representative for a Whistleblower to approach. Tracy suggested having two board members designated as compliance officers.

JAM Board of Directors Role Description - review/revise as needed/vote to adopt
There was discussion about by-laws. Sean thinks it is a strong document. It's not a by law related doc. Sets good expectations. Tracy pointed out that it also provides good reason to remove someone from the board. Sean: by laws can/should address the process for removal. Sam asked if the term limit should stay in. Sean suggested maintaining some flexibility. This was voted to approve.



June 8, 2023

To: JAM Board of Directors

Fr: Samantha Davidson Green, Exec. Director

Re: **Director's Report for 13 June 2023 Board Meeting**

JAM highlights since our April 2023 meeting:

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

(2) **JAM Activities:**

(a) **@JAM space:** Our space continues to hum with activity. Monthly themes connect our channels and in-person activities; May was "Spring Awakenings," June is "Liberation" (Pride and Juneteenth). Estimated number of participants in JAM April/May programs and activities: 360

- **Media Education (60 participants):** Community College of VT Filmmaking I course (ended 5/3/23) (8); weekly Spring Film Club (5); Scriptwriting Group (biweekly) (8); Story JAM 4/21 (9); Media Artist-in-Resident production with Thetford Academy (15); Freedom & Unity Young Filmmaker Contest (5); informal media support in JAM space (~15).
- **Media Arts Installations/Exhibits & Events (est. 300 participants):**

Jodie Mack's "Matter Matters" exhibit closed 4/27. **"Triple Helix"** A.I./Human Art Interactive Exhibit and Research Project with Dartmouth Computer Science Dept. team(4/8-5/4) (30); **"Storming Caesars Palace"** film screening with author **Annelise Orlick** and VT Public/Norwich Bookstore (5/4) (45); **Lynne Graznak's "I Dream the Ghosts of Houses"** (5/5-5/31) (50-100 est. visitors) with **First Friday Felting Animation Workshop** (30); **"Night of Poetry and Black Music"** with poet **Vievee Francis** and **Blues musician Steven Johnson** (5/19)(120). This last event was a particular "blow-out" success, in terms of participation and good will. *Note:* Nora Jacobson screening *Passion in the Pandemic* was postponed until Sept. *Reminder:* JAM events are recorded for local broadcast, repurposing in-person programs for media content. We often use these events as training opportunities for new producers.

- **JAM Summer Camps:** All 6 weekly camps (June 26-August 4) now have sufficient enrollment to run. We still have a few spaces in Radio Stories. Instructors/Counselors: Chico E., Jordyn F., Noah Mauchly, Lexi Krupp, Tuck Stocking, Cedar O'Dowd, and Kealing Rooney.
- **Briggs Opera House:** We continue our Venue Manager function for Gates Briggs Corp. to draft contracts, orient users, and maintain oversight in exchange for 15% commission on contracts and 50% discount for our own uses. April/May activity: JAG Productions.

(b) Cable Updates & Programming:

- I submitted JAM's 2022 Rule 8 Annual Report (5/28/23) as required by the VT Public Utilities Commission and copied to Comcast, VTEL and VAN. *To note:* (1) JAM outreach activities increased 43% from 2021; (2) our media education/trainings participation increased 12%; (3) first-run local shows increased almost 3x(175%) (from 493 to 1351). These increases reflect both creative output by JAM staff and local producers and acquisitions by Dir. of Programming G. Spencer from local entities. (Will send to Board on request.)

(c) Production (TV/Streaming/Audio) & Facilities: JAM's production unit continues to support 25-35 productions/month, including government, community, and podcast productions.

- Paula Wehde of Windsor On-Air (WOA), consulting for Woodstock Community Television (WCTV), agreed to take on production of Hartland School Board meetings in exchange for the split of VTel Franchise Fee Revenue (as per agreement between WCTV and Bob Franzoni).
- **For-Hire** contracts in April/May: UVMA Suzuki Showcase, LOH Ted Nugent Set; Dismas House fundraiser video. *On-going:* City of Lebanon Heritage Commission (pre-colonial history), Advanced Transit How-To's.

- **Audio/Podcasting:** Demand for audio remains strong and growing. The staff has decided to support new podcasters up to 7 episodes before charging (\$100/episode for audio engineering/editing).
 - 1) “Shelf Help” has reached Episode 39.
 - 2) “Insincerely Yours, Earth” from Law Prof. Jonathan Rosenbloom on environmental law and sustainability will record in July.
 - 3) “Going the Dismas” has reached #17; it may phase out due to Jeff Backus departure.
 - 4) The Haven is starting a podcast.
- UVMC has indicated a need for music recording space for audition tapes, etc. This lends support to audio facilities for Strat. Plan.

(3) JAM Development, Admin, and Strategic Planning:

(a) Fundraising: We continue to work toward building new revenue streams from donors, grants, and sponsors as well as earned income from production.

- **Grants:** In April/May JAM received a total of \$56,300 in grants: (1) \$55,000 grant from the VT Arts Council Creative Futures Grant (general operating); (2) \$500 from Leslie Center for the Humanities for the Vievee Francis poetry and Black music event; (3) \$800 from VT Humanities (same). We have applied to the Jane B. Cook Trust (by invitation) to support ongoing media education and exhibits/events.
- **Donations:** We received \$3542.75 in individual donations; \$542.75 from new donors at our JAM events and \$3,000 from a major donor who increased their annual donation this year by \$1,000 from 2022.

(b) Personnel & Workforce: Tamara Waraschinski concluded her consultancy for JAM on May 9 and started a new position at KUA. Kealin Rooney has returned from college for summer work. We are interviewing summer interns. Volunteer Alex Rapf (cameraman from NYC) is joining payroll to shoot cultural events. I am in discussion with another Development Consultant for grant writing and sponsorships, but in the meantime I continue to write grant applications and donor relations and work with K. Barber on memberships.

(c) Strategic Planning: The SP Committee met 5/5 at Listen Center facilitated by Eileen Lambert for the next steps to focus our strategic priorities. As a resource for that meeting, the staff prepared a Priorities/Vision document to capture the repositioning that has taken place in the past 18 mos. and areas of growth/engagement. The SPC split into 3 groups to brainstorm needs/opportunities in the areas of: (1) Media Education, (2) Facilities, (3) Funding. Eileen and Samantha then compiled Draft 1 of the Strategic Plan,

integrating this input with the top level strategic goals identified in January. Eileen subsequently stepped down as consultant. Samantha and Peggy will co-facilitate completion of the plan. The current goal is to present a complete draft to the Board at the August meeting, with related research and recommendations, for feedback and revision for presentation to the Board for adoption at the October meeting.

(4) For Discussion and/or Approval:

(a) Strategic Planning: Deliverables - seeking Board input for final format and appendices, with goal to prepare a document for all to be JAM ambassadors

(b) Board Leadership Change & Officers

(c) Board Documents/Procedures:

- COI: I recommend that Board members update their COIs.
- Whistleblower Policy: Present draft for review/adoption
- Board Member Role Description & Agreement: Present for review/adoption
- Board Development: Propose renewal of committee for recruitment and board governance