Perform the addition and subtraction below by first rewriting the fractions with the least common denominator 30xy. Then supply the missing coefficient.

 $\frac{1}{10x} - \frac{2}{15y} + \frac{1}{30xy} = \frac{3y - 7x + 1}{30xy}$

The question mark stands for the number _____. Do not include the minus sign.