

**The Nathan B. Stubblefield Foundation, Inc.
Board Meeting Minutes of April 21, 2014**



<u>Board Member</u>	<u>P</u>	<u>A</u>	<u>Board Member</u>	<u>P</u>	<u>A</u>
Michael Bagby	P		Laura Keane	P	
JoEllen Schilke	P		Kurt Madsen	P	
Sydney White	P		Richard Manning	P	
Lorraine Thomas	P		Michael Sedita	P	
Scott Foeigner	P		Lauren Adriaansen	P	
Jeff Harris	P		Lou Putney	P	
Priscila Miller	P		Daniel Francis	P	
Nancy Cox-Johnson	P		Ian DeBarry	T	
David Harbeitiner	P		Cynthia Reichard	P	

T – Participated by Telephone

1. Call to Order – Nancy Cox-Johnson: 7:19 pm.
2. Roll Call/Proxies/Agenda Review – Nancy Cox-Johnson:
3. Visitors' Comments – Eddie Haight: No comments. Jimmy Lyons: Made comments
 - A 'No-Trespassing' letter was hand delivered to Mr. Lyons at this time.
4. Review Last Month's Minutes – Nancy Cox-Johnson: Motion for approval of the regular March 2014 Board of Directors (BOD) Meeting Minutes (amended) passed unanimously. Motion: Lou / 2nd: Scott.
 - Motion passed unanimously to instruct Secretary to re-structure future minutes.
 - Motion Kurt / 2nd: Lou.
5. President's Report/Executive Committee Report – Nancy Cox-Johnson:
 - Creation of Technology Committee.
 - Retreat review.
 - New Nominating Committee Chair.
6. Station Manager Report – Sydney White:
 - Written report in Appendix A.
 - Discussion about possible new Studio to Tower Link (STL) tower.
 - Web site RFP has been re-bid.
7. Website Update – Kurt Madsen:

- Committee met with Webmaster Matt Cowley. Passed Source Code and Data Audit.
 - Discussed stopping future development with 'Ruby on Rails'.
 - Discussed adopting 'Word Press' as the new development platform.
8. Finance Committee report – Michael Sedita:
- Met before this meeting.
 - Reviewed budget. Below expectations.
 - Underwriting is low (\$123,000).
 - Agreed to take competitive bids for future auditing work.
 - Dave did a Mutual Fund presentation, looking for a good alternative.
 - Heatwave is still on budget.
 - New Logo Rollout: Money is in this year's budget.
 - The Management Letter response was discussed.
 - Cynthia is looking for better credit card transaction fees.
9. Community Advisory Council (CAC) – Lou Putney:
- Executive session from 8:33 to 9:18pm to discuss.
 - Motion to go into Executive session: Lou / 2nd: Michael.
 - Motion to come out of Executive session: Richard / Scott.
10. Long Range Planning – Jeff Harris:
- Retreat was held on April 5. Good turnout, good facilitator, good ideas!
 - 'Product is change'.
 - Next meeting will be April 29 at 7pm. Look at the '10,000 foot' view.
11. Youth Committee – Lauren / Scott.
- The Youth and Innovation Committee has been meeting weekly to work on their Summer initiative: New Sounds of the Left Coast. Our website is live and currently accepting submissions from young local bands and musical artists. We have posters and a Facebook site promoting the event.
 - We are accepting online submissions through this Saturday, 4/26. 10 panelists from WMNF and the local music scene will be rating submissions on a 1-5 scale, and the top bands will be selected to play shows at either the Venture Compound (St Pete) or Skipper's Smokehouse. The shows will take place in May, and will feature 3-4 acts.
 - We are also holding a workshop at the station on Sunday, 4/27. The workshop will feature local promoters, music bloggers, and nationally touring artists, and will discuss what it takes to get your band out of the garage and onto the main stage. We have got 25 confirmed guests on our Facebook invite!
 - BAAMO was kind enough to chip in some funds to get us started, but we are still looking for a major sponsor to cover promotional materials and shows. Despite repeated requests, we still have not been able to get the project on WMNF's website. New Sounds was originally envisioned not only as a way to reach more youth, but also as a vehicle to drive traffic to WMNF.org.
12. Volunteer and Diversity Committees – Mike Bagby.
- Written minutes were distributed and discussed (in Appendix B)

13. By-Laws – Richard Manning:
 - Technology Committee.
 - Pending Business:
 - Item 1 (Creating Technology Committee) was approved unanimously on Second Reading.
 - Item 2 (General Policy 4.10) was approved unanimously at March BOD meeting.

14. Development Committee – Nancy Cox-Johnson:
 - Working on underwriting.

15. Personnel Committee – Laura Keane:
 - HR Task Force meeting on Retirement proposals will be on April 29 @ 12:30pm.

16. Old Business / Follow-up:
 - None.

17. New Business:
 - Executive session from 10:23 to 10:38pm to discuss various topics.
 - Motion to go into Executive session: JoEllen / 2nd: Lou.
 - Motion to come out of Executive session: Michael / Lauren.

18. Attendance Review – Jeff Harris:
 - All members are in good standing!

19. Evaluation – Laura Keane:

Participation: 8.0
Accomplishments: 6.9
Listening: 7.2
Scheduling: 6.1

20. Adjournment – Nancy Cox-Johnson: The Board meeting adjourned at 11:00 pm.

By: _____
 Jeff Harris, Secretary

Approved by the Board on: _____

Appendix A – Station Manager’s Report

To: The Board of Directors, NBSF
From: Sydney White, General Manager, WMNF-FM/HD
Subject: Monthly Report for April 2014
Date: April 19, 2014

Revenues

The final numbers on the winter/spring membership drive is \$245,308. The goal was to raise \$245,000. As of 4/15 we have collected \$620,725 in membership revenue – 58.5% of the total projection (\$1,061,000.00) for FY14. The total number of members currently stands at 7,067.

Combined revenues from underwriting, concert calendar as of 4/18 was slightly more than \$59,500. Car donation revenue adds another \$13,000. Special events continue to struggle with a total expenditure of \$38,733 for a ROI of \$9,745 – 25.2%. Planning for Tropical Heatwave is in full gear and as of 4/18 we have sold approximately \$20,000 of advance tickets – the best advance sales we have had in recent years. Heavy advertising for the festival kicks in this week and include ten electronic billboards strategically located around the tri-city area, local newspaper advertising and electronic adds in major college cities around Florida.

Programming

Over the next three months we will continue internal discussions with both Program and News Directors, regarding strategies and/or options for audience growth. We will integrate as much of the ideas generated at the retreat as possible - ahead of the forth coming Board driven strategic plan for growth.

Program evaluations continue this month – with the highest priority again placed on the programs that have not performed well over multiple membership drives.

Tropical Heatwave is scheduled for May 9 & 10 in multiple venues around Ybor city. One major structural change will be the combination of the El Pasaje and the Cuban Club as a single venue. The city permits have been granted and construction and upgrade is presently happening at the moment.

Engineering & Operations

Some of the engineering challenges that can be projected of 8-yearold facility that is in constant use are beginning to occur. Presently one of the controller cards for the Vista Max system (that move audio throughout the building) is out for repairs – the second one in four months (a new card cost approximately \$6,500). As a result, one of the three live broadcast studios will be down until the card is repaired and reinstalled. The station went off air for five hours – 11PM to 4 AM on Sunday, April 13 to provide the engineers the opportunity to realign and adjust the audio chain between the studios and the transmitter.

In addition, we are having significant challenges with the delivery of audio from the studios to the transmitter site in Riverview. Currently we are delivering audio to the transmitter at levels that are close to the point where it cannot be retransmitted. I am told by the engineers that this is because of obstruction to the path of the signal between the station and the transmitter site. On one occasion we lost all signal to the transmitter for more than one hour. I have asked the engineers to build a back-up IP delivery path to the transmitter for emergency situation, and this week I was assured that this will be completed in the next two weeks.

In addition, I have also asked the engineers to look into bringing a tower crew to realign the dishes at both ends (at approximately \$1600 cost). However, they informed me that the root of the problem may be the height of the tower on the station end and the overgrowth of trees in the delivery path. The attached e-mail from Operations describes the engineers' assessment and proposed solution.

TBAE has proposed premier of *WMNF Live Music Showcase of TV* for Friday, May 23, 2014. They have also proposed a joint reception that would include Board, staff, volunteers and community partners of both organizations for Wednesday, May 21 at the Vinik Room in downtown Tampa.

Other Station Activities

We conducted additional interviews for the contract underwriting position. However, we have not yet made a decision on a final candidate.

As part of our agreement re the HCC lease of time on our HD4 channel, we have started providing training for selected groups of HCC students.

Appendix B – Volunteer & Diversity Committee Reports

WMNF Volunteer Committee Meeting Minutes April 7th, 2014

6:15 Time meeting called to order

Acknowledge Committee Members Present: Michael Bagby, Ian DeBarry, Pamela Robinson, Lorraine Thomas, Eddie Haight, Robert Fitzpatrick, Greg Musselman, Gabrielle Ayala, David Harbeitiner

Acknowledge Staff Members Present: Sydney White, JoEllen Schlike

Acknowledge Guest Present: Nancy Creedon, Lauren Addriaansen

Quorum was met and meeting continues.

Last meeting minutes reviewed.

Motion to approve, written, second, and carried.

Points of Discussion:

Agenda Item 1: Upcoming WMNF Volunteer Banquet.

Volunteers need to RSVP and Guests are \$10.00.

Time 2 pm till 6 pm.

Set up time 1 pm.

Pam will pick up sound

Location: Unity Church of Tampa

Agenda Item 2: Setting a date for WMNF All Station Meeting and creating four main agenda items.

State of the station, New strategic plan, Tropical Heatwave review, Laura Taylor – “Call to Action”

DATE: Thursday May 22nd @ 7:15pm.

Getting Strategic Plan from Retreat and Long Range Committee in “Bullet Style” Rough Draft fashion to Vol Com in a timely manner. Board of Directors Deadline for Strategic Plan is June 19th 2014.

V.C.C is charged with getting information to the volunteers.

Agenda Item 3: Archives Subcommittee.

Digital Files

Printer/Scanner

Eddie Haight has submissions to offer.

Find Archive Software

Old photos

Create Facebook page

Website for Digital files

The History of WMNF

Search USF Archives Library

Find a new Chairperson for Archives Subcommittee

Pam will submit request on WMNF Facebook page

Whatever we have will be used for 35 Anniversary Party.

Agenda Item 4: Reflections from participants of WMNF Retreat.

All agree Facilitator Jerry Keenan did a really great job and informative. He was a stickler for specifics and creating good conversation dialogue. We worked as teams with energy, words plus more specifics.

WMNF Mission Statement is our identity. We need to be true to who we are.

Extra Agenda Item: A programmer asked Sydney regarding the Creative Loafing contract for CL Deals and how that was negotiated. Sydney felt we were getting a lot of advertising through this which justified the loss of revenue from the tickets made available for the buy one get one deal.

Next Meeting: 6.15 pm Monday, May 5 – We will be setting the final agenda for the All Station Meeting and hope to be able to review a rough draft of the new strategic plan at that meeting.

8.50pm Motion to Adjourn, given, second and carried.

Diversity Committee Meeting Minutes April 7th, 2014

Members Present: Michael Bagby, Ian DeBarry, Lauren Adriaansen, Pamela Robinson, Gabrielle Ayala, Greg Musselman

AGENDA ONE

‘Poetry Slam’ style event instead of a ‘Salon’ style Event for Refugee Day

AGENDA TWO

How do we make station more diverse? Target station as a whole.

Schedule Meetings with certain shows.

For example: LGBT Community

- Suggestion:
1. A LGBT supported program
 2. 5 – 10 minute news
 3. Participate in Pride Fest and Parade

AGENDA THREE

Genre Streaming Technology – Grouping shows together

AGENDA FOUR

WMNF needs an African-American News Person

AGENDA FIVE

Developing partnerships with Tampa Bay’s diverse media outlets

AGENDA SIX

Revisiting the purpose of our HD stations and retooling them towards the aim of diversity

Next Meeting: May 5 – following the Volunteer Committee