

<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	T		Kurt Madsen	P	
Sydney White	T		Richard Manning	P	
Lorraine Thomas	P		Michael Sedita	P	
Scott Foeigner	P		Lauren Adriaansen	P	
Jeff Harris	A		Lou Putney	P	
Priscila Miller	P		Daniel Francis	P	
Nancy Cox-Johnson	P		Ian DeBarry	P	
David Harbeitiner	P		Cynthia Reichard	P	

T – Participated by Telephone

1. Call to Order – Nancy Cox-Johnson: 7:21 pm.
2. Roll Call/Proxies/Agenda Review – Nancy Cox-Johnson:
3. Visitors' Comments –
 - Joyce Rumfola – concerns about Joseph Arthur’s painting from Tropical Heatwave & the proceeds from it –. Directed to go to General Manager first, to begin discussion about painting (or begin grievances).
 - Clay Colson – objection to Jimmy Lyons being escorted off the property by the police
 Sydney clarified that someone interrupting the meeting can be asked not to attend according to CPD rules
 - Betty Stroud – question as to steps taken to increase diversity of Board of Directors.
 - Nancy – publicly advertised. Last time, no people of color applied. We agree that we need work on that and want people of color on the NBSBoD. Nancy spoke with Dr. Collins of Tampa’s NAACP & a meeting is planned to work with them.
 - Bob Schier – Concerns over Tropical Heatwave’s diversity of music
 - Nancy asked for recommendations of groups to work with.
 - Kurt explained how the nominating committee worked last round & previous outreach & next steps
 - Alvaro Montealegre- Heatwave audience is very white as well. Festival structure may need to be addressed to appeal to communities that experience music differently
 - Clay Colson – historical loss of listeners overall, including large drop of minority listeners. Asked about the cause. Also suggested low-cost premium items during Fund Drives.

4. Review Last Month's Minutes – Nancy Cox-Johnson: Motion for approval of the regular April 2014 Board of Directors (BOD) Meeting Minutes (amended) passed unanimously. Motion: Richard / 2nd: Laura

5. President's Report/Executive Committee Report – Nancy Cox-Johnson:
 - .Lou Putney to chair Nominating Committee

6. Station Manager Report – Sydney White:
 - Written report in Appendix A.
 - .Kurt asked for future insight into the value of HD radio

7. Website Update – Kurt Madsen:
 - .Written report in Appendix B
 - Looking for input on most valuable possible changes – send to Kurt & Sydney directly

8. Finance Committee report – Michael Sedita:

Met before this meeting.

 - Looks like we will be short \$130,000 on this track. Suggestions for how to address:
 - Ask the staff to create their ideal budget to meet that deficit.
 - “How important is it to finish the year out with a balanced budget?”
 - Development Revenue & Car Donations are looking good
 - RFP: review 6/16
 - Looking at investment account. Should have recommendations in the future

9. Community Advisory Council (CAC) – Lou Putney:
 - We have one – three members
 - Bob Glaser
 - Tammy Keller
 - Sunny Wynn Boyd
 - Lou will continue to approach, attempt to bring number to 6
 - Alvaro suggested doing ads with people known in Black community, in Spanish, etc to bring in greater diversity & appeal to audience

10. Long Range Planning – Daniel Francis:
 - Meeting was held on April 29.
 - .2 meetings so far
 - There are tasks with self-assigned goal groups
 - Digital Platform - Lou
 - Relationships – Nancy
 - Listener Base – JoEllen & Daniel
 - Programming – Sydney
 - Fiscal Health – David
 - Healthy Culture – Richard
 - Goal for first reading of long range plan: Sept 20th – before board turnover
 - Staff, board, volunteers are on all goal groups – they will approach members of the WMNF

community for input and perspectives. Everyone is asked to help.

11. Youth Committee – Lauren / Scott.

The New Sounds of the Left Coast project continues as scheduled.

Semi-finalists have been selected. There are seven of them.

They will be playing in Semi-finalist Showcases:

Four at Skipper's on Tuesday, May 27th at 6pm

Three at Venture Compound on Sunday, June 1st at 7pm

The committee members will choose four of these to record in the studios & to be taped.

There is a concern about having people at the station trained on **recording and editing video** in time, due to delays with TBAE. We are still trying to figure out what that situation is. There is the possibility of working with MIRA (SPC) students or local videographers, but we would prefer to keep this aspect as station-internal as possible.

There was one problem with inappropriate (rude) comments sent to a band that was not accepted. This is being taken as a lesson learned.

12. Volunteer and Diversity Committees – Mike Bagby.

- Written minutes were distributed and discussed (in Appendix C)
- Pamela Robinson has been active in outreach
- All Station meeting: Thursday, May 22, 2014
 - Bagby introduce
 - "Call to Action" parameters – Laura Taylor
 - Program Change Process - Randy
 - State of the Station – Sydney
 - Include budget update

Diversity Committee very open to ideas

- Reach out to diversity of programmers & how they can reach out
- Table at World Refugee Day
- Juneteenth
- Event at Queenshead in St Pete during Pride

13. By-Laws – Richard Manning:

- .no meeting or action taken due to lack of items
- Beginning working on description of technology committee, but will develop from allowing it time as an ad hoc committee
- Richard is looking at whether the bylaws are up to date

14. Development Committee – Nancy Cox-Johnson:

- .Heatwave
 - Including pre- and post- events
 - Disappointed with sponsorship

15. Personnel Committee – Laura Keane:

- Motion to replace previous motion: **BOD directs the management and the Finance Committee to investigate the implementation of funding the WMNF Simple IRA Retirement Plan, as recommended by the Personnel Committee, in the 2014/2015 budget.**

Motion: Laura, second Lou

Vote by acclamation; JoEllen abstains

- Initial Motion: BOD directs the management and the Finance Committee to investigate the implementation of funding the WMNF Retirement Plan in the 2014/2015 budget.

Motion: Lou, second Richard

Vote by acclimation; JoEllen abstains

- Recommended plan is the Simple IRA
- HR Task Force meeting on Retirement proposals was held on April 29.
- Attached as Appendix D
- It is our recommendation that the BOD vote to authorize staff and the Finance Committee to work to include funding the WMNF Retirement Plan in the 2014/2015 budget.
 - Uncomfortable w adding entirely due to current financial situation
 - Should tie into budget process

16. Old Business / Follow-up:

- None.

17. New Business:

- Executive session from 09:30 to 09:45 pm to discuss various topics.
 - Motion to go into Executive session: Nancy/ 2nd: .Michael
 - Motion to come out of Executive session: Michael/ 2nd: Lorraine.

18. Attendance Review – Lauren Adriaansen (for Jeff Harris):

- All members are in good standing!

19. Evaluation – Laura Keane:

Participation: 8.9
 Accomplishments: 8.1
 Listening: 8.8
 Scheduling: 9.3

20. Adjournment – Nancy Cox-Johnson: The Board meeting adjourned at 10:00 pm.

By: _____
 Lauren Adriaansen (for 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 May 2014

Date: May 17, 2014

Revenues

The date is set for the summer drive – July 8 thru July 15. As of 5/06/14 we have collected \$658,330 in membership revenue – 61.7% of the total projection (\$1,061,000.00) for FY14. The total number of members currently stands at 6,817. This is slightly above the predicted 10% of cume for best performing stations. WMNF three month average cume (# of listeners) for Feb thru April was 67,600. This highlights the importance of our strategic goal of increasing total number of listeners to WMNF programming.

The final figures for Tropical Heatwave sponsorship are not yet available. This along with updated development numbers will be available for next month’s report. Non-Heatwave special events are beginning to look much better. To date we have made expenditure of \$68,061 for a ROI of \$17,366 – 25.5%. Preliminary numbers on Tropical Heatwave indicate that we did make a profit – although below the budget projection. Preliminary expenditure came in just under \$100,000. While revenue looks like around \$135,000 - \$140,000. These are preliminary numbers. The final figures should be available in the next two weeks.

Programming

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

Engineering & Operations

The repair cost (from GATES AIR –formerly Harris) for the controller card for the Vista Max system that move audio throughout the building (referenced in my last report) came back at \$2,220.00. It was paid from the Operations & Engineering contingency account. Studio 3 which has been inoperable the past few weeks should be back up this week.

With regards to the challenges with the delivery of audio from the studios to the transmitter site in Riverview referenced in my last report, the IP based back-up delivery path to the transmitter for emergency situation was completed.

In addition, Mr. Mark Donald, currently an engineer for Pasco County and who was involve with the construction of the WMNF facility has volunteered to provide us with some assistance. So far here is what he has found out from documentation at the Tampa’s city office that issues construction permits:

The current antenna (70ft) was only permitted for 20ft.

We are not going to be fined because we have never received a violation notice from the city. Apparently, the neighbors never complained and the City is not doing those kinds of checks anymore. If we do nothing, they will leave us alone.

WMNF is located in what was recently deemed a special zoning district, SH - Seminole Heights, a tower is no longer a permitted use. We must apply for a Variance which will require a public hearing. There are some rather stringent notification and planning requirements that must be submitted with the package. However, if permitted, the city may allow up to 120ft.

He is providing us with an application and will go over the options with us Thursday. In the meantime

he has contacted several companies for quotes on the construction cost.

University of South Florida (Bulls Radio) has served notice that they will end their lease of our HD2 channel at the end of the contract year ending June 30, 2014. We are exploring other options including St Petersburg College with whom we are schedule to meet this Thursday.

We are also close to executing an agreement to lease the FM side band to a Haitian group to provide French language programming for their local community.

Other Station Activities

TBAE proposed premier of **WMNF Live Music Showcase of TV** for Friday, May 23, 2014 has been push back to early July. A new date will be set soon.

We continue to talk with potential candidates regarding the contract underwriting position. However, we have not found anyone suitable as yet.

An FCC Form 323-E Post Transfer of Control Ownership Report was filed with the Commission on May 9, 2014. The filing is required each time there is significant change in the composition of the Board (every two years for WMNF). A copy of the filing is kept in our public file.

I will be attending the meeting of the FPBS Board meeting and attend demonstration of the new FPREN Emergency Network Operations Center in Jacksonville on the 19th and 20th of May. WMNF contributed \$12,824 from a \$100,000 state grant this fiscal year towards its construction. The station is "in line" to apply for an additional \$100,000 grant the fiscal year beginning July 1, 2014.

Appendix B – Technology Committee Reports

To: The Board of Directors, NBSF
From: Kurt Madsen, Community Director

Subject: Technology Committee Monthly Report for May 19, 2014 BOD Meeting
Participants: Sydney White, Kurt Madsen, Matt Cowley, Naveen Sultan

Activity during the reporting period

- A 2nd meeting with Sydney, Matt, and Kurt to review technical details of the website. Good progress on understanding integration issues and technical direction, but not as much expected for progress in implementation.
- Conference call with Kurt and Naveen regarding her interactions with the website. Good communication regarding future ideas and direction for digital content publishing on the website.

Completed or in-works

- Pilot project: Kurt to lead “circle of friends” on-line registration and service project
- Pilot project: Naveen to lead splash page horizontal banner project on website
- Pilot project: Matt to lead code integration and preparation for vendor project

Schedule

- 05/12 – 05/30 Contact RFP respondents, request additional information, adjust schedule
- 06/02 – 06/12 Meetings with top RFP respondents for in-depth technology reviews
- 06/12 Internal vendor selection with report to staff and BOD
- 06/12 Public response to vendors to communicate selection (pending funding)
- 08/03 – 08/18 Prepare pilot projects and proposal (Naveen Matt)
- 08/21 Secure funding at BOD meeting for selected vendor.
- 7/22 – 07/25 Work with vendor to sign contract, pay initial installment, and start work

Risks

- Kurt’s time is limited due to work commitments. He can provide leadership and direction, but not management or computer programming.

Next Steps

- Increase Naveen’s role
- Redefine Matt’s role
- Kurt to continue meetings with staff
- Code example

Appendix C– Volunteer Committee Meeting

WMNF Volunteer Committee Meeting Minutes

May 5th, 2014

WMNF Volunteer Committee Meeting Minutes

6:15 Meeting called to order

Acknowledge Committee Members Present: Michael Bagby, Ian DeBarry, Pamela Robinson, Eddie Haight, Robert Fitzpatrick, Greg Musselman

Acknowledge Staff Members Present: JoEllen Schlike, Sydney White

Acknowledge Guest Present: Lauren Adriaansen (board member)

Quorum was met and meeting continues

Last meeting minutes reviewed

Motion to approve, written, second and carried

Points of Discussion:

Need to post Volunteer Committee Meetings on Online Calendar

Agenda Item 1 Tropical Heatwave Update:

1000 tickets sold so far.

Billboards seen.

Volunteer are filling all the needed gaps.

The Jolley Trolley will be utilized.

T-shirts available.

Creative Loafing ½ page ads and Full page ads.

TBT coverage.

Goal is to reach the overall Florida College Community

Pocket Guides available this year.

Agenda Item 2: HD Channels – how are they presently used

USF Bulls Radio HD2, Source News HD3, HCC Hawk HD4

Bulls Radio due for change in June.

Hawk Radio 24 -39 age group.

Two Youth HD Channels

We need to provide training for Bulls and Hawk Channels. This may develop new programmers for Main HD Channel and broadcast station.

What if Bulls Channel goes away? We find another college.

Agenda Item 3: Long Range Planning Committee Update

Presented Documents from Retreat and Sydney White: From Strategy to Implementation document shared.

Six to eight main ideas. Select five to go into the next budget.

Staff and Board will continue to work with Volunteer Representatives and Volunteer

Committee.

Come up with a business model that can fund with more underwriting.

Agenda Item 4: Setting Agenda for Upcoming WMNF All Station Meeting:

Laura Taylor: Call to Action meaning and problems

Randy Wind: Program Change Process

Sydney White: "State of the Station", current station numbers, fundraising, share new branding guidelines, Tropical Heatwave Report

Agenda Item 5: Archive Subcommittee Update:

Priscila Miller has stepped up as Chairperson for this Subcommittee.

Other: Diversity Events Upcoming:

World Refugee Day

Pamela shared recent diversity events: 'Blue Moon 211' "Bringing Life to Tampa Bay". This was an African-American and Hispanic Community Event. Had the opportunity to speak to vendors, promote Latino Programs, take photos and pass out WMNF Program Guides.

Next Meeting: All Station Meeting Thursday May 22nd 7:00 pm.

Upcoming event - May 23rd Live Music Showcase on TV. Bright House and

Verizon. (This has subsequently, as per Sydney, been rescheduled to a future time.)

Next Volunteer Committee Meeting: June 2nd

7:05 Motion to adjourn, given, seconded and carried.

WMNF ALL STATION MEETING

7:00 p.m., Thursday, May 22, 2014

(NOTE - original time was 7:15)

WMNF Conference Room

AGENDA

Michael Bagby: Introduction, Mission Statement

Laura Taylor: Call to Action discussion

Randy Wind: Program Change Process

Sydney White: State of the Station

Comments/Questions from audience

If there is an urgent agenda item or you are a staff member that would like to speak please email me immediately. Thank You.

Please forward this message to WMNF people who do not have access to email or rarely check it.

Please try and carpool as the parking lot gets quite full.

Michael **KTUF** Bagby
WMNF Volunteer Committee Chairperson
WMNF Board of Directors Member
(513) 305-**KTUF** (5883)

Appendix D – Personnel Committee Report

On Tuesday, April 29, 2014, the Personnel Committee met with the HR Task Force to review the Task Force's proposal for re-instituting a retirement plan for the staff of WMNF. Cindy Reichard distributed a summary that outlines the Task Force's process and analyzes pros and cons for the two options available, a 403B plan (similar to a 401K in the corporate world) and a Simple IRA plan. Based on this analysis, the HRTF recommends the Simple IRA plan; the Personnel Committee is in general agreement with this recommendation; the only reservations expressed were for the financial ramifications.

The Simple IRA plan carries a maximum financial exposure of about \$20,000 annually, assuming the station matches a 3% contribution from 100% of the WMNF staff at the current level. Cindy polled staff and 16 of 19 expressed interest in joining the plan. Under the Simple plan, WMNF must match employee contributions up to 3% (of the employee's salary) in 3 of every 5 years; in those other 2 years, the employer match can go as low as 1%. Employees can contribute to the current maximum limit.

It is our recommendation that the BOD vote to authorize staff and the Finance Committee to work to include funding the WMNF Retirement Plan in the 2014/2015 budget. Given the budget timeline, the Personnel Committee and HRTF felt it was appropriate to initiate the plan effective January 1, 2015. This start date allows for the budget process to proceed as scheduled and also provides time for the required 30-day notice to staff before the plan begins.