

**The Nathan B. Stubblefield Foundation, Inc.
Board Meeting Minutes of October 20, 2013**

<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	T	
Scott Foeigner	P		Diane Dill-Peterson		A
Jeff Harris	P		Lou Putney	P	
			Leticia Valdes	P	
Nancy Johnson	P		Ian DeBarry	P	

T – Participated by Telephone

1. Call to Order – Lou Putney – 7:18 pm.
2. Roll Call/Proxies/Agenda Review – Lou Putney: Jeff has Diane's proxy.
3. Visitors' Comments – John Nichols, Ebony Clifton, Eda Stanford: No Comments.
4. Interviews of BOD Applicants: (In Executive Session)
 - Lauren Adriaansen (Under 30)
 - Stuart Bean
 - Rachel Fisch
 - Daniel Francis
 - John Francis
 - Christopher Marken (Under 30)
 - Priscila Miller (Under 30)

5. Selection of new BOD Members: (in Executive Session)

Kurt, Richard, Lou expressed interest in returning for another 2 year term.

- All were retained by acclamation.

Open seats:

- One 2 year community seat. (Letty is retiring): Priscila Miller was elected.
- One 2 year youth community seat. (Vacant): Lauren Adriaansen was elected.
- One 1 year community seat (Unexpired term): Daniel Francis was elected.

6. Review Last Month's Minutes – Lou Putney: Motion for approval of the regular September 2013 Board of Directors (BOD) Meeting Minutes (with revisions) passed unanimously. Motion: Letty/ 2nd: JoEllen.
7. President's Report/Executive Committee Report – Lou Putney:
 - No Report.
8. Station Manager Report – Sydney White:
 - Written report in Appendix A.
9. Long Range Planning – Jeff Harris:
 - No Report.
10. Community Advisory Council (CAC) – :
 - No report.
11. Volunteer Committee – Mike Bagby.
 - Had a meeting on October 14.
12. By-Laws – Richard Manning: No Report. Committee was assigned these new tasks:
 - Finance committee: Requested a policy change to review 1099 forms before they are filed.
 - Record retention policy is needed.
 - Whistleblower policy is requested.
13. Nominating Committee – Kurt Madsen:
 - Great job!
14. Development Committee – Nancy Johnson:
 - Reviewed upcoming events in Bradenton.
 - Arts for a cause would like a meeting to discuss possible cooperation.
 - Tour de Clay is coming up.
 - House party invitation has been created.
15. Youth Committee – Ian DeBarry.
 - Video equipment has arrived!
 - Battle of Bands is getting closer.
16. Diversity Committee – Diane Dill-Peterson.
 - No Report.

- 17. Finance Committee report – Michael Sedita:
 - Met before the meeting tonight – reviewed EOY figures.
 - Michael, Sydney and Beth had meeting with our accountant Phil Scheidt to discuss possible changes to our accounting methods. No decisions were made at this meeting.

- 18. Personnel Committee – Laura Keane:
 - No Report.

- 19. Old Business / Follow-up:
 - Board met from 11:50 to 11:58 pm in executive session to discuss property and litigation issues. Motion to go into Executive session passed unanimously. Motion: Jeff / 2nd: Richard.

- 20. New Business:
 - Board editorial in support of coalition of Immokalee workers: Motion for Letty to present this passed unanimously. Motion: Laura / 2nd: Nancy.

- 19. Attendance Review – Lou Putney:
 - All members are in good standing!

- 20. Evaluation – Lou Putney:

Participation:	9.5
Accomplishments:	9.1
Listening:	9.2
Scheduling:	9.7

- 21. Adjournment – Lou Putney: The Board meeting adjourned at 12:08 am.

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 October 2013
Date: October 21, 2013

Revenues

We completed our Fall membership campaign on February 10. The projected revenue was \$255,000. We ended the on-air drive with approximately \$217,000. Since then we have add another \$10,000 via soft on-air reminders – for a total of \$227,259. The highlight of this drive was the fact that we landed \$38,857 in Circle Revenue. Prior to this drive, the highest amount in Circle Revenue for a single drive was \$25,802 in the Fall of 2012. We will continue on-air soft pitching/reminders for another ten days. We plan to launch our off-air, end-of-year campaign the week after Thanksgiving. Last year we raised \$42,000 from this campaign. We ended FY 13 very close to our on-air revenue projections. The budgeted (projected) amount was \$996,000. As of last week we collected \$993,435. FY 13 revenues from underwriting/concert calendar slightly more than \$80,000. Special Events (concerts) revenue ended the year at slightly above \$29,000 – about \$77,000 down from original projection. We spent approximately \$240,000 to make that – an expenditure of more than \$8 to make \$1.

WMNF was selected as administrator of a \$16,556 grant from Arts Council Hillsborough County to fund a new radio theater project: **StudioMNF**. Most of this amount will compensate local Hillsborough County artists for their participation in the project. The project will engage Hillsborough County and Florida writers, actors, producers, musicians, directors, and technicians for **StudioMNF** - which will present at least four live radio theater plays in various Hillsborough County venues. WMNF will receive overhead and other administrative costs from the project.

In addition, the station completed and submitted a grant proposal for the amount of \$100,000 in state funding (via the Department of Education) this month. The grant was made possible under the state-wide Florida Public Radio Emergency Network (FPREN) project. The station will receive quarterly amount attached to specific deliverables. WMNF is obligated to pay approximately \$13,000 from the grant towards the operation of an Emergency Network Center (ENC) in Tallahassee, FL.

Programming

There will be a change in the station's weekend schedule beginning in November as the programmers/producers of “The 60's Show” have notified us that October 26 will be their last show. Bill Hamilton – the co-host/producer of the show moved to Canada earlier in the year. Since then we have attempted to accommodate his absence remotely. However, that has become a technical challenge. That time slot has worked well for the station over the years and at one point, one hour of the show contributed 15% of the station's total weekly come. As a result, the program director has agreed to conduct a diligent search for the appropriate talent for the day-part.

We are continuing internal discussions regarding updates of both wmnf.org and the wmnf app for iPhone and android phones. A Creative Brief is almost complete - representing departmental needs for a reformatted wmnf.org. I have also begun initial discussions with Jacobs Media regarding updates of the wmnf app. The update should provide options for listing the WMNF Channels,

identifying the song playing (Song Title and Artist), provide option to donate, list the WMNF weekly program schedule, provide social media links and provide access to both archive and play-lists.

Engineering & Operations

The engineers are looking at options to replace and upgrade the software in most of the station's internal and off-site (transmitter) switching systems, and to replace the ten year old patch panels. This should enable WMNF to finally pass security metrics imposed by most credit card companies (WMNF has failed such metrics each time it is requested). This will also improve security in the business office and allow for greater capacity for content storage.

Work on installation of the digital music library continues. This will be integrated with the traffic management system in the studios early in this fiscal year. We have already integrated training in this area with the annual technical refresher course for programmers and producers. The training is already on the way. We will also begin training (with the assistance of our partners at Tampa Bay Arts & Education Network) for newly acquired live studio video equipment in the next month.

Other Station Activities

We have offered the position of Director, Finance and Administration to Ms Cynthia Reichard and she has accepted the offer. Her start date is 11-04-2013. She is a graduate of the University of South Florida with a BA in Management & Accounting. She brings to WMNF over 20 years in non-profit accounting and human resources management.

Over the last month we have had several meetings with current and potential community partners. In our meeting with the Director and Board members of the Cuban Club we discussed the imbalance in the business relationship between that entity and WMNF, with regards to the staging of Tropical Heatwave at that venue. This year the profits were their best ever. We are continuing discussions about creating a more even equation – a win-win for both parties.

We also met with the management team of the Mahaffey Theater in St Petersburg. We discussed options for WMNF involvement as renter of the facility and/or in co-promotions with the Theater. Another meeting of note was with the Executive Director of the Anna Maria Island Community Center regarding the possibility of the station either sponsoring or co-promoting live music events in that area.