

The Nathan B. Stubblefield Foundation, Inc.  
Board Meeting Minutes of April 20, 2015



<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	
Julie Scheid	P		Kurt Madsen	P	
Craig Kopp	P		Richard Manning	P	
John Francis	T		Pamela Robinson	P	
Warren Hope Dawson	P		Lauren Adriaansen	P	
Priscila Miller	P		Kisha Linebaugh	P	
Kate Throo Williams	P		Catherine Lim	P	
David Harbeitner		A	Ian DeBarry	P	

**T – Participated by Telephone**

1. Call to Order – Michael Bagby: 7:17 pm.
2. Roll Call/Proxies/Agenda Review – Lauren Adriaansen:
3. Visitors' Comments –
4. President's Report/Executive Committee Report – Michael Bagby  
Productive retreat!  
Discussion of the retreat challenge to talk to people we know or meet about the station  
Volunteer training if working the bank or box office – Wednesday 4/22 at 6:30  
New non-bank/box volunteers – Tuesday 4/21 at 6:30
5. Finance Committee – Cindy Reichard  
First time this year we've had revenues under projections  
Tower Fund: \$14,095  
Expenses remain under-budget  
Auditors have final CPB report to be filed this week  
  
Cindy is going to a conference on CPB regulations and reporting in DC; also an HR class locally  
David & Cindy are going to October class on Charity Navigator & Guidestar  
  
PECO grant for STL did not go through – we didn't do anything wrong. Applying again.  
  
Needed: survey for permit. Takes 3 months from survey to permit. Then permit has 2 years to start. 3 bids – two at 10,000.

**Motion:** NBSF allows \$5000 to be spent for purposes of paying for a survey that will allow the station to pursue a permit for a new tower to come from the restricted tower fund.

Moved: Richard/2<sup>nd</sup>: Laura – passed by acclaim

Craig to follow up with BoT on refinancing on the promissory note.

Budget: gearing up. July 27<sup>th</sup> at 6pm – finance committee to meet on budget.

Budget to volunteers on Aug 3.

First reading: August 17<sup>th</sup>

Second reading: Sept 21<sup>st</sup>

6. Executive session from 7:35 pm to 8:15pm to discuss various topics.

Moved: Richard/ 2<sup>nd</sup>: Kate – acclaim

7. Management Report – Craig Kopp:  
See Appendix A

8. Personnel Committee – Laura Keane

9. Long Range Plan Committee – Kurt Madsen:

10. Bylaws Committee – Richard Manning

11. Community Advisory Council Report – Richard Manning

First meeting: 4/28!

Recommendations of members: send to Richard

12. Volunteer Committee– Pamela Robinson

Volunteer Banquet was good

All Station Meeting coming up

13. Youth & Innovation – Ad Hoc Committee – Lauren Adriaansen

25-35/40 year olds as focus

14. Technology Committee – Lauren Adriaansen

We have the site. Developing it. Going to use a couple key chairs as our guinea pigs.

15. Diversity Committee– Pamela Robinson

Definition coming from Pamela to people

\*\*Minutes: Record of action taken – actions taken; motions & seconds\*

16. Development Committee – Kisha Linebaugh

Heatwave:

Last pre-Heatwave party: 4/25 5pm-11:30pm at Ale & the Witch

PLEASE tell Laura if you know potential donors – she can develop the relationship, but we need the invite

Looking a stock liquidation system

Suggestion: WMNF license plate?

Tuesday, May 26 – 6-9pm – phone call party at the station! – right before next fundraiser0

17. Old Business / Follow-up:

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18. New Business:

- Lauren is working on a board calendar

19. Review Last Month's Minutes – Lauren Adriaansen

Motion for approval of the regular March 2015 Board of Directors (BOD) Meeting Minutes passed unanimously. Motion: Lauren/ 2<sup>nd</sup>: Kate – passed by acclaim; John Francis abstaining

18. Attendance Review – Lauren Adriaansen:

- All members are in good standing!

19. Evaluation – Richard Manning:

Participation:  
Accomplishments:  
Listening:  
Scheduling:

20. Adjournment – Michael Bagby: The Board meeting adjourned at 9:12 pm.

Motion: Lauren; 2<sup>nd</sup>: Laura: passed by acclaim

By: \_\_\_\_\_  
Lauren Adriaansen, Secretary

Approved by the Board on: \_\_\_\_\_

## **Appendix A – Station Manager’s Report**

Prepared by: Craig Kopp, General Manager

### **General Manager:**

We have conducted two programmer boot camps, emphasizing best practices for radio hosting. The first one seemed to have an immediate impact on air sound. We have also begun a run of positioning statements to be run between songs. They are being used and reemphasize what WMNF is all about – in 9 seconds. There are also a series of the “sweepers” with the voices of Heatwave bands.

We have decided to use Give Day Tampa Bay as an opportunity to ask people to give to non-profits other than WMNF. We are not discouraging gifts that day to WMNF but we are going to emphasize giving attention to the over 400 non-profits who do not have a radio station to use to solicit contributions.

We have begun work on a disaster plan, partly because it’s a requirement for our DOE grant and partly because we should have one in place because we are not going to want volunteers coming to the station in a hurricane situation. We are aiming to have the plan completed by July one.

On a similar note, we are getting the building ready for hurricane season and have had tree inspectors out and we have some problems. Two big dead trees that may or may not be on our property. We are assessing.

Bids are in on site survey for the new tower. A decision will be made soon. That will also shed some light on the tree situation.

Richard Manning and I have tentatively set the 28<sup>th</sup> of April for our first meeting of the Community Advisory Council. Invites have gone out to the first group of what is expected to be a rotating panel of community advisors.

You were all there for the Board/Staff retreat on 4/11. A productive day. We are efforting to complete minor tweaks to the Long Range Plan.

### **Programming**

Randy reports that there has been lots of discussion on various platforms about getting the formatics consistent. I see that as good news.

Randy is spending a lot of time right now on promoting Heatwave on as many platforms as he can. He’s spending a lot of time getting programmers to do the same thing and as far as I can see, they are. The broadcast day is heatwave heavy, as it should be two weeks out.

Tell all your friends and neighbors and a few strangers. Strong day of show will make our budget projects work out.

### **Engineering & Operations**

As I explained earlier, we are working on a disaster plan, which is staff wide endeavor, but Engineering and Operations is playing a key role. We are getting close to having remote capabilities at the transmitter site to get up and running after a storm comes through, if need be. We cannot broadcast from there during a storm because – well – the building sits beneath a

huge broadcast antenna and nobody's allowed there when winds get up over 40 mph. The plan is to stay on the air here. If we go off the air, the remote facility will be operational as we effort to bring home base back up. Lots of moving pieces in a disaster plan and we are putting them together.

### **Development/Marketing**

This is a Heatwave intensive time for the entire station, including development. Cash Heatwave sponsorships stand at \$16,515.

Underwriting sales (not all billed and collected as of yet) stand at \$55,787 YTD.

WMNF will spend Give Day Tampa Bay giving back to the community, asking people to check out the list of over 400 non-profits participating in this day to highlight and encourage philanthropy. WE will try to mention the name of each non-profit once throughout the broadcast day and then send listeners to the GDTB website.

### **Outreach/Volunteers**

The style tiles and wireframes have been approved and the site build remains on the timeline. Style Tiles and Wireframes just mean the basic looks of the site have been signed off on.

WMNF's Volunteer Party was Sunday March 29 at the St. Petersburg Shuffleboard Club. 110 people were there. Awards were handed out... shuffleboard was played. It was a very nice event.

Recurring theme here... Heatwave is taking up a lot of time as we continue to staff the event with volunteers. 100 have signed up so far for the 120 shifts. And even more will be needed. JoEllen is efforting to get that done.

Since the last Board meeting, WMNF has been represented at the Tampa Bay Bluesfest, Record Store Day, Blue Moon 211 (suicide prevention in minority communities), Eco-Fest, Rock'n'Roll Swap Meet and St. Pete Shuffle.

The next Reachout project is working at the SPCA on painting and fixing up their building. No date yet.

### **News/Public Affairs**

News is continuing to train new volunteer reporters. Still working on details for a possible Richard Wolfe appearance here in the fall. News will also be participating in Give Day Tampa Bay by including some of the non-profits in that day's talks shows.