

**The Nathan B. Stubblefield Foundation, Inc.
Board Meeting Minutes of May 18, 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	T	
Craig Kopp	P		Richard Manning	P	
John Francis	P		Pamela Robinson	P	
Warren Hope Dawson	A		Lauren Adriaansen	P	
Pryscila 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:
Laura Keane has Dave Harbeitner’s proxy
3. Visitors' Comments – Greg Musselman; JoEllen Schilke; Cindy Reichard
4. Review Last Month’s Minutes – Lauren Adriaansen

Motion for approval of the regular April 2015 Board of Directors (BOD) Meeting Minutes passed unanimously. Motion: Laura/ 2nd: Richard – passed by acclaim
5. President’s Report/Executive Committee Report – Michael Bagby
Volunteer for the Fund Drive – 5-28 – 6/4
6. Management Report – Craig Kopp:
See Appendix A
7. Personnel Committee – Laura Keane
8. Long Range Plan Committee – Kurt Madsen:
Came up with priorities and dependencies on LRP
Working on getting it set up within the board space
3 New Tools for tracking
 - A strategy map
 - Monthly action item backlog being developed

- Quarterly scorecard – initiatives & metrics & ownership
Board.wmnf.org is the central hosting space
- 9. Finance Committee – Cindy Reichard:
See Appendix B
Copies of audit report distributed
- 10. Bylaws Committee – Richard Manning
Meeting soon
- 11. Community Advisory Council Report – Richard Manning
Successful meeting! Another will come up. This will be a rotating committee with different community members.

Send Richard any info about our last few years of the CAC

- 12. Volunteer Committee– Pamela Robinson
 - Looking @ Eddie Haight tribute in August @ Skipper's – small party
 - WMNF Documentary? – perhaps restart for next year
 - Juneteenth – June 19th – potluck & movie – 6 – 10pm

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

- 14. Technology Committee – John Francis

There were two separate committee related meetings held in May.

Thursday May 14, 3 pm

John Francis met at the station with WMNF staff Dwaine Terry, Operations Manager, and JoEllen Schilke, Volunteer

Coordinator, and Bill Brown and Robert Taylor of Brown Engineering and Consulting. The meeting covered a broad range of technology issues currently faced by the station, including current status as well as issues addressed within the long range plan.

DT indicated that several necessary items were not included in the current fiscal year budget. It was agreed that staff would prepare a list of current needs and review those needs with finance staff as to available budget to address those needs.

Staff will also prepare a comprehensive list of needs for the coming year and insure those are included in the coming year budget. Further, they will also review and identify those within the LRP in advance of the upcoming budget cycle.

JoEllen addressed the website development which is covered in the General Managers Report.

The meeting adjourned at 5:00 pm

Thursday May 14, 6 pm

Lauren and Kurt met to go over the Board Workspace on the web site. Kurt has updated the page with some content from the LRP committee and will address that at the Board Meeting on 5/18/15.

- 15. Diversity Committee– Pamela Robinson
Pride (marching with Sierra Club and doing another Queenshead event)

Juneteenth

Working on internal calendar of events for outreach

Diversity Statement: WMNF 88.5 FM aspires to serve and represent our diverse listening community. Diversity is the mosaic of people who bring a variety of backgrounds, styles, perspectives, values and beliefs to a group or organization in which they believe. WMNF celebrates the diversity of our community and strives to reflect it in all we do.

Catherine Lim presented her diversity in our news reporting. (See PDF distributed to board.)

16. Development Committee – Kisha Linebaugh

Meeting coming on 5/26 to call - thank or thank and ask – 6pm – 9pm

17. Old Business / Follow-up:

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18. New Business:

- Executive session from 08:51 pm to 9:07 pm to discuss various topics.
Moved: Laura/ 2nd: Richard – acclaim

18. Attendance Review – Lauren Adriaansen:

- All members are in good standing!

19. Evaluation – Richard Manning:

Participation: 9.2
Accomplishments: 8.9
Listening: 8.7
Scheduling: 9.4

19. Adjournment – Michael Bagby: The Board meeting adjourned at 9:11 pm.
Richard/ Kisha

By: _____
Lauren Adriaansen, Secretary

Approved by the Board on: _____

Appendix A – Station Manager’s Report

May 2015

Prepared by: Craig Kopp, General Manager

General Manager:

Heatwave – Great shows. Universally well reviewed in the press. Horrible gate. Break even or a little worse. We have already begun planning for next year’s, which may be the last. It is just not viable for us to compete at the festival level and expect profit from the gate. Next year would be the 35th. If it is, indeed, our last, we would come up with another tent pole event to replace it. This experience has also launched a review of our concert business overall. That has just begun and is ongoing.

Give Day Tampa Bay – We spent the days prior and day of calling attention to other non-profits participating in Give Day Tampa Bay. We didn’t say don’t give to WMNF but we made it pretty clear that we thought this day should be for others who don’t get a lot of attention the rest of the year. We still brought in \$2,000 dollars in donations that day – the same as last year – while generating a lot of community good will. I appeared on WEDU’s day long broadcast to talk about WMNF and our effort to get people to give to other non-profits. News Director Rob Lorei anchored an entire hour of the broadcast that evening.

Community Advisory Council – Richard Manning and I had our first Community Advisory Council Meeting on April 28th. Present were representatives from the Uhuru group, Equality Florida and a Financial advisor/listener who has long wanted his ideas heard. It went well. We will have another meeting sometime before September with a different group to hear their thoughts on what is and isn’t being covered by the media in our community.

The Summer Drive – Our next membership campaign/fund drive is scheduled for May 28 – June 4th. We already have pre-drive announcements airing to get the pump primed. Laura Taylor and I have held one pitch training session this last week and have one more scheduled for Tuesday Night. These are to focus attention on what we could do better during the drive and that is using the three most important tools of a fund drive – the phone number, the website and mobile giving. We do a good job of raising money over the air here. We don’t do a good job of giving the unfamiliar the tools through which they can donate... the phone number, web site and mobile giving. We are also trying to emphasize that this is a drive for the entire station, not just individual shows.

Finance

Cindy Reichard and I have met with the Bank of Tampa about the building loan and a possible extension. That is in the works and will take some time but the bank already has all the information they need to start the process. Meantime, while we are in process on that it looks good that we might be able to lower the interest rate on our current loan sooner than later.

Engineering & Operations

Roof Repair bids have been submitted. Still have yet to make a decision on which way to go.

Land survey bids have been submitted and we will be starting that process in order to get involved in the permitting process for a new STL tower ASAP.

The Emergency Disaster plan is about 60 per cent complete. Our target for completion is the first day of hurricane season, July 1.

The emergency broadcast studio is 50 per cent complete at the transmitter site.

Two replacement CD players for the on-air studio have been ordered.

A review in underway of some office software, most notably our email system, in anticipation of a possible change to Office or Google.

Development/Marketing

Despite the poor ticket sales for Heatwave, the \$20,000 sponsorship goal was exceeded by a few dollars. Increasing the sponsorship goal for next year is in active discussion with a planning session to start after the drive.

We are getting close to an internal goal of \$30,000 pre-drive contributions.

Outreach/Volunteers

The website launch date has been pushed back until after the drive. The target is now June 15. The infrastructure is completed so data migration can begin after show pages are built. Training will follow.

The hang ups which led to a decision to not launch just before drive are two-fold.

First, the playlist. We have been waiting for NPR to get us the technical details on their playlist, which we will now be using. That information finally came late last week. Internal training is under way on that but it was getting so close to drive that we did not want programmers dealing with a new playlist and conducting a drive. Second, we use three different credit card processing companies because we cannot mix ticket purchases with pledges. That causes some difficulties with the new website in terms of choosing the proper plug-ins to handle that. The problems are being resolved but, again, we were getting so close to drive that it looked like we might be live testing the new processes during drive and that was determined to be a less-than-desirable scenario. Big Sea says it will not cost us any more money to delay until June 15th.

Appendix A – Financial Comments

April 2015

Prepared by Cindy Reichard, Director of Finance

Revenues:

Revenues are under budget and continue to be an area of concern. Areas of concerns contributions, car donations, special events and underwriting.

Contributions down \$33,646 to ytd budget @ 4/30/15

Car donations down \$6,157 to ytd budget @ 4/30/15. However, in May we have already received \$3,515 from two car donations.

Underwriting down \$14,244 to ytd budget @ 4/30/15

Special Events net profit thru 4/30/15 \$14,813 to projected net profit of \$80,000 by 9/30/15.

Heatwave projected loss of (\$840.00)

The tower fund account is \$15,075. No expenditures yet.

3rd quarter DOE grant monies received this week of \$25,000.

Expenses:

Expenses still holding strong under budget.

Legal fees are \$14,556 to an ytd budget of \$6,000 due to EEO audits and copyright issue.

Salaries, Taxes & Benefits are under budget due to positions not filled at this time.

We will continue to monitor expenses.

CPB AFR/990 report

The CPB AFR report was submitted and received payment this week of \$40,049.

The 990 tax return extension was filed, has been reviewed by Cindy Reichard and Craig Kopp and has been forwarded to all board members to review before filing on May 21, 2015

We were notified this week that the Office of Inspector General has selected WMNF for a limited scope audit for CPB grant funds for year ending 9/30/14. This audit will start on June 15th 2015.

Cindy Reichard will be attending the annual PMBA conference in Washington D.C. the last week of May.