

**The Nathan B. Stubblefield Foundation, Inc.
Board Meeting Minutes of March 20, 2017**



<u>Board Member</u>	<u>P</u>	<u>A</u>	<u>Board Member</u>	<u>P</u>	<u>A</u>
Laila Abdelaziz	P		Jamie Klapholz	p	
Lauren Adriaansen	P		Craig Kopp	P	
Michael Bagby	P		Kisha Linebaugh	P	
Ian DeBarry	P		Kurt Madsen	P	
John Francis	P		Stuart Mellish	P	
David Harbeitner	P		Pamela Robinson	P	
Joshua Holton	P		Letty Valdez	P	
Nancy Johnson	P		Sandy Wismer	P	
			Randy Wind	P	

T – Participated by Telephone

1. Call to Order – Michael Bagby at 7:15 pm
2. Roll Call/Proxies/Attendance Review/Agenda Review – Nancy Johnson – No attendance issues.
3. Visitor’s Comments – No comments. Cindy Reichard visitor
4. Review Last Month’s Minutes – Laura Keane. Motion for approval of the regular February 2017 Board of Directors (BOD) Meeting Minutes. Motion: Dave/Lauren 2nd – passed by acclaim
5. Special Presentation – Michael Bagby: Delayed until end of meeting: a tribute to retiring director, Laura Keane, and statement of appreciation for her service.
6. General Manager Report – Craig Kopp: See Appendix A – Highlights:
 - * Looming budget cuts for CPB top concern. Not pushing big communications strategy until federal budget is finalized and specifics become clear. Will be using as a communication message in Give Day Tuesday and Summer fund drive. State also in budget cutting mood.
 - * Ratings continue to be helped by current state of national politics. Exciting ratings news detailed in GM report. Our biggest issue continues to be that people don’t know we’re here.

* Staff evaluations underway. Job descriptions have been revised, each staff member will do a self-evaluation (due this Thursday). Cindy is training managers on evaluation process and then managers will deliver evaluations to reporting staff by April 6.

* HD channels back, thanks to diligence and expertise of new Chief Engineer Max.

7. Finance and Audit Committee (F&AC) – Dave Harbeitner – Revenue numbers are strong to budget and expenses continue to be below budget. Waiting final word on expense reimbursements for tower grant. F&AC makes motion to grant Cindy Reichard limited trading authority on Fidelity Nathan B. Stubblefield account. No discussion. Passed by acclaim. Next meeting of F&AC will be at 6:00 on Monday, April 17, 2017 at the station.

8. Executive Session (ES) – Michael Bagby. Board went into Executive Session at 7:35 pm for the purpose of “discussing the purchase of property or services where premature disclosure would compromise station’s best interests” and “discussion of a personnel issue.” Motion to go into ES: Lauren/Stuart 2nd – passed by acclaim. Motion to leave ES at 8:36 pm: John/Josh 2nd – passed by acclaim.

7.5 F&AC, part 2 – Dave – F&AC moves to put \$30,000 from additional reserves towards paying down principal on mortgage. Motion passed by acclaim.

9. By Laws Committee (BLC) – Letty Valdez – No meeting. Will have meeting in April to address two issues.

10. Community Advisory Board (CAB) – Kisha Linebaugh – Next meeting is set for Noon on Thursday, March 30 at the station.

11. Long Range Plan (LRP) – Kurt Madsen – Board/Staff Retreat will be held on April 22, time TBD, at the Connection Church in Tampa. Jerry Keelan is facilitating. Kurt plans to use breakout sessions to craft various messages and develop plans for the new year.

12. Youth & Innovation (Y&IC) – Josh Holton – Josh is helping with a student showcase at Crowbar on April 15 and working to get some of the student performers on air to emphasize WMNF’s support of youth outreach. Josh also talked with the vice president of development at WEDU to discuss possible collaboration with door-to-door canvassing. The company WEDU is using, DDS, may want to help us collaborate (WEDU and WMNF). WEDU reports their canvassing efforts are resulting in new donors. Randy added that Blake High School student performers will be featured on the Live Music Showcase on Friday, May 5.

13. Volunteer Committee (VC) – Ian DeBarry – Ian is working to recruit two volunteers to attend Board/Staff retreat. One confirmed so far. Bi-annual all-station meeting will be May 10th, scheduled so that information on the retreat can be shared. April 30 is the date set for the Volunteer Appreciation banquet. Location TBA. Next VC meeting is scheduled for Monday, April 3 at 7:00 pm at the station. May meeting will be all-station meeting.

14. Technology Committee (TC) – John Francis – Committee met on February 22. John has resolved to follow-up more closely with committee chairs to get minutes posted in time to use

consent agenda. VuHaus update: soft launch in March to ensure we have enough good videos to air nationally. Need higher quality level than many of what we have in hand. Different issues with studios, logistics still being fine-tuned. Hard kick-off next month when we have good product to see and hear.

15. Diversity Committee (DivC) – Pam Robinson – Pam continues to meet with and do outreach to find volunteers interested in working on diversity. Coming up is the Hillsborough County Eco Fest (unfortunately, it’s scheduled for same day as retreat). Blue Moon 211 suicide prevention event will be on April 30 at Water Works Park. Hillsborough County diversity festival also coming up. DivC also planning a party at the station to celebrate the infusion of new, younger hip hop programmers; date TBA but hope to host sometime in May. Pam is also going to help Development office with outreach tables at future events. Juneteenth is June 19, which is also the date of the June BOD meeting. Traditionally, WMNF hosts an Open House on Juneteenth and this year, efforts are underway to show the movie “13.” Motion made to Move BOD meeting from June 19 to June 12. Motion: Lauren/Letty 2nd: passed by acclaim.

16. Development Committee (DC) – Michael Bagby – new chair of DC. Hasn’t yet attended but met with Laura Taylor last Monday. Very excited to be stepping into this role. More info soon. Discussion ensued from a question posed by Development office: what corporate sponsors are acceptable to pursue? Suggestion made that Development office could pull together info, and/or questions, and/or suggested guidelines to present to board for clarification and discussion. There was consensus that this would be an important and timely topic for the upcoming retreat.

17. President’s Report – Michael Bagby – DC next month. Retreat agenda in development. Reminder of the importance of having Executive Session reasons clearly posted on website and stated in minutes. Equally important to post CAB meetings and after, minutes, on website.

18. New Business – None

19. PALS Evaluation – Lauren led, Nancy recorded
Participation: 8.5
Accomplishments: 8.3
Listening: 8.0
Scheduling: 8.6

20. Next Meeting/Adjournment – Michael Bagby: The next Board meeting will be at 7:15 pm on Monday, April 17, 2017. Meeting was adjourned at 9:40 pm. Motion to adjourn: Ian/ Nancy 2nd – passed by acclaim.

By: Nancy Johnson
Nancy Johnson, Secretary

Approved by the Board on: April 17, 2017

APPENDIX A

MANAGEMENT REPORT

March 2017

Prepared by: Craig Kopp, General Manager

General Manager:

As you are all away by now I hope, the new administration's initial budget proposal includes the elimination of funding for the Corporation for Public Broadcasting. I am monitoring all developments and am working closely with the Development Department to gather all available materials to both campaign against the proposed CPB cut and to plan all future fundraising efforts accordingly.

Since the announcement on Thursday 3-16, the Florida Public Broadcasters have been linking us with plenty of training materials which we are going through to prep for the upcoming Giving Tuesday and our summer drive.

We won't know for sure if the CPB cut will stay in the budget until sometime in May and we won't know if Congress will pass the budget until the fall. Concern in public broadcasting is the long haul of this process and the potential to be seen as crying wolf if, it turns out, CPB is not cut. My gut feeling is that it will be defunded but the volatile nature of the federal government at this point makes any prediction pretty impossible.

As General Manager I am proceeding as if we will not get our \$140,000 from CPB in 2018 and am planning accordingly. This includes both fundraising plans and the upcoming budget process for next fiscal year. We cannot get too far ahead of this. It is a major change in the landscape. We are also looking at a budget-cutting state legislative session in Florida. So far our funding is holding there but I haven't had a report from our state lobbyists since the news from Washington came down.

On to some good news... our February ratings. Last January, WMNF had a .6 share of the market. In January 2017, WMNF had a .8 share! Last January, WMNF's average weekly listening totaled 76,900 people. In January of 2017, 99,000 people listened for at least 5 minutes during the week. And that doesn't count people who are out of the metro area. We can assume those numbers have gone up, too, but even if they haven't, if we add in our last number from those areas (we get them about twice a year), our weekly cume is around 126,000 people. We haven't seen numbers like this since last spring's billboard campaign! And these numbers are higher!

All daypart ratings were up during the week and the weekend! We were also up in 18-24 listeners (double the December number), 25-34 listeners, 35-44 listeners, and 45-54 listeners.

Internally, it has been some time since staff evaluations have been performed. But they are underway now. Staff has received their job descriptions for a second review and sign off, along with a self-evaluation. That is due to supervisors on March 23.

On that same day, Cindy Reichard will be conducting a brief training session for supervisors/managers on conducting evaluations. And, in two weeks, April 6, the evaluations will be completed. Since it has been so long since this has been done, this first of what will be yearly evaluations will be setting a baseline for future reviews and I look forward to their results.

Development:

This week's total on our last fund drive was \$287,894.70 pledged on a goal of \$245,000. Membership stands at 7772. That is up from 6700 at the beginning of the fiscal year. We are now looking ahead to "Giving Tuesday" on May 2nd. The past two years, we have asked on listeners to give to other non-profits in the area. Considering the circumstances, this year we are asking them to give to WMNF. The pitch is still being framed.

Engineering:

As I told all of you last week, HD channels are now back up and running. The due diligence performed by our new chief engineer Max Anduze is responsible for that. He didn't buy that the replacement part we ordered was bad upon arrival. And he spent the extra time to figure out what was really going on – saving us another week of no HD through his efforts.

The problems with drift on our microwave signal from our new STL tower to the transmitter has also been corrected. Max has signal lock now and we have had no new instances of signal loss.