

**The Nathan B. Stubblefield Foundation, Inc.
Board Meeting Minutes of May 15, 2017**



<u>Board Member</u>	<u>P</u>	<u>A</u>	<u>Board Member</u>	<u>P</u>	<u>A</u>
Laila Abdelaziz		A	Jamie Klapholz		A
Lauren Adriaansen	T		Craig Kopp	P	
Michael Bagby	P		Kisha Linebaugh	P	
Ian DeBarry	T		Kurt Madsen	T	
John Francis	T		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. All members in good standing.
3. Visitor’s Comments –Simon Firer and Jeannie Holton. Firer wanted clarification of Feburary Minutes, #18 regarding the Board’s one idea for BOD fundraising which could be a series of outreach events offering training on “activism, protesting effectively, and counter protesting”. Merely a suggestion. Kisha responded to his question that it was an idea, non-partisan as a means to raise \$1,000. No comment from Jeannie.
4. Nominations & Board Development Committee (N&BC) – Will do committee research as to the next nominations time frame.
5. Review Last Month’s Minutes – Nancy Johnson. Motion for approval of the regular April 2017 Board of Directors (BOD) Meeting Minutes. Motion: to approve: Lauren, 2nd David Harbeitner, passed by acclaim.
6. General Manager Report – Craig Kopp: See Appendix A – Highlights: The WMNF Retreat was well-attended, and Committees are meeting focusing on their goals toward the Long Range Plan. At the All-Station meeting there were questions as to whether the public can come

to the LRP Committee meetings. It is felt that it should be open to interested parties. Give Day Tampa Bay results – we made \$6,000. JoEllen is offering training sessions for phones, supervisors. Problems with HD channels – in the app. Problem with the app – stopping and looping back during a program. Amy Goodman appearance - \$8,000 profit. Facebook page – 8,000 visits for that event. Monthly meeting with Mike regarding GM’s progress. Craig and Randy going to a conference Wednesday in Philadelphia – a national public radio convention with Triple A stations as a baseline. Craig presenting in a panel discussion about fundraising for community radio. Located across the street from WXPN – great opportunity to learn of others’ issues in radio. Cigar City on board for getting involved with VuHaus performances, not yet confirmed.

7. Finance and Audit Committee (F&AC) – Dave Harbeitner . Financial still good, no change. Revenue positive. Maintenance not affecting financials. In the reserve, \$30,000 was recently paid against the mortgage. \$60,000 left in reserves. \$55,000 being moved to a more stable investment out of the \$240,000 in Parnassus. Motion approved. Passed by acclaim.

8. By-Laws Committee (BLC) – Letty Valdez. Proposed change to Article 3.8 in the By-Laws. All received copies of the changes. Letty moved to accept changes to 3.8 in the By-Laws. Hard to budget salary increase – practice in line with policy. Motion to table it – Cindy will post it, First Reading on our site. . Change of Board Members mid-term needs to be addressed. See below for change in the By-Laws, First Reading.

Current:

3.8 Annual employee raises including WMNF Cost of Living Adjustments (COLA) or other across-the-board annual salary adjustments will take effect January 1 and be reflected in the first employee paychecks of the calendar year. Individual salary adjustments, raises, or one time staff bonuses may be made in accordance with the approved station budget at any time during the year. (9-20-10)

PROPOSED

3.8 Annual employee raises including WMNF Cost of Living Adjustments (COLA) or other across-the-board annual salary adjustments **will take effect during the next fiscal year and be reflected in the first employee paycheck in October**. Individual salary adjustments, raises, or one time staff bonuses may be made in accordance with the approved station budget at any time during the year. (6-xx-17)

9. Community Advisory Board (CAB) –Kisha Linebaugh. Proposing 2 CAB meetings: one June 22nd, Monday at 1 pm, and June 26th, 7 pm. Outpouring of interest. Send names to Kisha of any interested parties.

10. Long Range Plan (LRP) – Kurt Madsen – Retreat was filled with lots of participation. Goals – revised LRP, first reading to be at at July’s meeting. Worksheet for Board members contribution to the station sent e-mail. Reaching out to old members (not active) – encourage to read the LRP draft on Basecamp and research how to reach out to more people. Wed. May 24th, 6pm next LRP meeting. Need to reach out to the Connection Church and thank them for the use their facility for the Retreat. Kurt would like an on-air mention. Chairs for the 3 committees – Stuart Mellish is chair of the Revenue Committee, Nancy Johnson – Broadening Listenership and Programming, Diversity Committee is to be determined. Working group includes Laila and

John Francis. Michael will get with Jerry for his overview of the retreat. David H says it is important that at the July Board meeting there needs to be a high level definition for money needed from the budget in Committees' work as a vote is essential.

11. Youth & Innovation (Y&IC) – Josh Holton. April was a great month – Chris Comato, plugged on In the Groove and Acoustic Peace Show. By using our FM airwaves, it empowers the youth in the community. Involvement in live music events, with youth in the foreground, hope to engender youth to WMNF. Look forward to more youth involvement.

12. Volunteer Committee (VC) – Ian DeBarry. Volunteer Comm. Meeting and All Station Meeting on May 10. Encourage LPR committees to contact radioactivists about meeting schedule. Input is acceptable, but not to join the committee. Send to Station Biz. JoEllen is the contact person. Randy is going to have an open meeting regarding Programming after the Fund Drive. Sandy asked how historically this has worked in the past? Sandy believes that a larger group of stakeholders be made aware of LRP subcommittee meetings.

13. Ad Hoc Retreat Committee Reports. Nancy – Broadening and Deepening Audience & Programming Committee met on May 11th – 10 in attendance, and lots of great ideas were discussed. Second meeting is scheduled for June 15th. Revenue Committee – Stuart Mellish, Chair, wondered if anyone else is interested in joining. He is setting up a meeting – developing a high level strategy, increase by 20% increased revenues one of the goals. Going for new sources of funding, developing an affinity card (credit card) for example. Another meeting will be in the next month.

14. Technology Committee (TC) – John Francis. No report.

15. Diversity Committee (DivC) – Pam Robinson. Juneteenth – Monday, June 19th – Movie Thirteenth – 6-9 pm. Hip hop meet and greet party, Saturday – 15 people committed, lots of DJs will be present.

16. Development Committee (DC) – Mike Bagby. Met May 9th – 6 in attendance, looking into Sept. 11th – Brew Bus birthday event. Theme being brewed. 5 months left in fiscal year, car donations up, waiting on Federal Govt. financing (CPB)-. 88.50 club, an idea– giving 88.50 a month an idea being considered. Stuart needed clarification about goal setting during fund drives. Does it benefit the programmer only at the time? COF benefits a programmer at the time, but really, it is for the station. Josh Holton believes that door- to- door fundraising should be considered – WUSF is doing just that very successfully.

17. Personnel Committee (PC) -- Lauren Adriaansen –Craig's evaluation is upcoming, she will share questions on Basecamp – need some changes/additions. Surveys coming up.

18. President's Report – Michael Bagby. We have \$1000 to raise by Board that should be tied to Development. Last year the bowling fundraiser was involved with the Diversity initiative. Needs to be by September 30th. Mayor's Mac and Cheese – Bosco's, Red Rock – possible local events were ideas to be considered in the effort. Doesn't count out of our pocket. Needs to be

evident that the Board is fiscally motivated with the community.

19. Executive Session (ES) – Michael Bagby. No meeting necessary.

20. New Business – David H – when does the nominating committee begin? Need a chairman. Stuart volunteered to be Chairman – Members are Ian, Stuart, Nancy J, Pamela and Randy.

21. PALS Evaluation –
Participation: 8.2
Accomplishments: 8.8
Listening: 8.7
Scheduling: 10

22. Next Meeting- Monday, June 12. Adjournment – Michael Bagby: Motion to approve adjournment. Lauren 1st, David 2nd. Meeting adjourned at 8:43 pm.

By: _____
Nancy Johnson, Secretary

Approved by the Board on: _____

MANAGEMENT REPORT

May 2017

Prepared by: Craig Kopp, General Manager

General Manager:

I want to begin by thanking Kurt Madsen, Stuart Mellish, David Harbeitner and Laila Abdelaziz for organizing the year's Board/Staff retreat.

A lot of ground was covered in a short period of time and I see that Long Range Planning committees that came out of that work have already begun to meet.

Of course, a big thanks also to our facilitator, Jerry Keenan, for keeping us on time and on task.

Oh yeah... Thanks to Cindy Reichard and Keri Everlove-White and Julie Scheid for setting up the facility and the food.

I look forward to some clear paths toward the future through the work of these committees.

This past Wednesday, the Volunteer Committee held an All Station meeting where Board President Michael Bagby updated those in attendance (about 25) on the Board/Staff retreat. There were some questions about the idea of paid programmers in prime-time weekday hours. It was explained that all ideas were put on the table but discussions are ongoing. Some in attendance want to be included in the upcoming discussions in work committees formed at the retreat. I would suggest that the chairs of those committees inform the community of their meeting times, if that is possible.

I presented much of the report I delivered at the Board/Staff meeting concerning the history of our rating performance and where we are today and the problems that poses. It was a good meeting and surfaced a couple of new volunteers who are looking to work on production or get on the air someday. It was great to see some new faces. Also good to see staff members and board members on hand.

Development:

Our summer fund drive is coming up June 1-8. The goal is \$220,000. Training sessions for on-air programmers have been scheduled with Laura Taylor and Randy Wind. To date we have \$27,500 pre-pledged. \$6000 of that came through Give Day Tampa Bay. In our category, we did very well, better than a certain public radio competitor. And we had quite a few people pledge through the Give Day site before the actual Give Day. \$5000 of our pre-pledge is for matches during the drive.

Community Relations:

JoEllen Schilke is scheduling training sessions for programmers on best use of the website during drive and she has set up several training sessions for people who want to work the phone room during drive.

Engineering

Still a bunch of problems with our HD signals and a few with the channels on the mobile app.

Max has traced the HD problem down to an issue with the transfer through our new digital exporter. The signal has to be stored for a slight bit and, of course, our old equipment was not up to snuff for that. New, larger capacity, transfer units are on the way and should fix that problem.

JoEllen is working with the app developer to determine what, exactly, is making the app hiccup from time-to-time.

News and Public Affairs:

Amy Goodman's appearance for WMNF was a huge success. Not only did we realize over \$8,000 in contributions but our Facebook Live transmission of Amy had 8,000 views day-of-show. What a get for WMNF at this moment in history. And our thanks to Amy Goodman for doing it for free.