

**The Nathan B. Stubblefield Foundation, Inc.
Board Meeting Minutes of August 21, 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		A
Lauren Adriaansen	P		Craig Kopp	P	
Michael Bagby		T	Kisha Linebaugh		A
Ian DeBarry	P		Kurt Madsen		A
John Francis		T	Stuart Mellish	P	
David Harbeitner		A	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 – Lauren Adriaanson at 7:16 pm
2. Roll Call/Proxies/Attendance Review/Agenda Review. Sandy has David’s proxy, Laila has Jaime’s proxy, and Lauren has Michael’s proxy. No changes on Agenda.
3. Visitor’s Comments – Bobby Dusenberry, Volunteer, Programmer; Cindy Reichart, Business Manager present to field questions for presentation of Budget Report.
4. Nominations & Board Development Committee (N&BC) –
5. Review Last Month’s Minutes – Nancy Johnson. Motion for approval of the regular July Board of Directors (BOD) Meeting Minutes. Motion: to approve: Sandy/2nd Lauren. Approved unanimously.
6. General Manager Report – Craig Kopp: See Appendix A – Highlights: \$52,000 in special events so far out of \$55,000 goal, lots of plans for Marketing – upcoming reports on this.
7. Finance and Audit Committee (F&AC) – Sandy Wismer. COF over budget to the positive, membership over by \$19,000; car budgets - \$25,000. Underwriting overbudget, and special events. – close to goal. Total budget over \$170,000 . Expenses – underbudget. DOE

grant - \$125,000 . Operating expenses – books look good. Line by line discussion of the proposed budget by the Board. Proposed Budget 2018 assumes a Profit of \$50,448.81 without Capital, with Capital a deficit of (\$22,051.19)

Letty moved we go into Executive Session for Personnel reason, 2nd Josh Holton. Unanimous approval. Board goes into Executive Session at 7:55 pm. Out of session at 8:06 pm.

Board revenue line - \$2,500 for next year. Lauren opposes the Board's necessity to raise money.

Finance Committee recommends approval of the 2018 for the first reading tonight. Second reading will be in September's Board Meeting.

Lauren requests approval of 2018 Budget on first reading – all approve except Letty, and Ian in abstention. Operating and Capital Budget pass on first reading.

8. By Laws Committee (BLC) – Letty Valdez . Nominating process will be further discussed and researched for a time when a Board Member leaves in the middle of a term.

9. Community Advisory Board (CAB) – no report.

10. Long Range Plan (LRP) –Stuart Mellish. In process of examining the old LRP and committees' input for the new. Working on defining the goals, will chat with Pam and Nancy regarding the Diversity Committee and Programming/Broadening Audience Committee. Discussion of timing disconnect – retreat comes in too late – will be proposed to have a retreat in January so that timing of LRP is better timed. “What is the goal for 10 years from now?” Sandy asks about the LRP budget and revenue goal. Further input to the Board upon next meeting.

11. Youth & Innovation (Y&IC) – Josh Holton. Comic Con visit for ideas for younger audience. Would like to continue the Blake High School relationship (more programmer/youth involvement). Thoughts of including WMNF in their curriculum, for example, field trips to the station. Youth oriented events needed with new millennium involvement.

12. Volunteer Committee (VC) – Ian DeBarry. Presented and discussed the 2018 proposed Budget at recent Volunteer meeting. Date and time for Fall All Station – Wed., Sept. 6th, 7 pm. Would like Board Committee Chairpersons present for relevant discussion and encourages Board attendance. In the fall, elections for Community At Large seats. Ian's seat will be terming out this fall. If anyone knows individuals who qualify and would be interested in Community at Large member, please have them pursue. One vacancy on the nominating end of things with Ian's term ending. Everyone has confirmed they want to continue with their terms.

13. Technology Committee (TC) – John Francis – Didn't meet last month..

14. Diversity Committee (DivC) – Pam Robinson. Pamela attended a meeting with the Hillsborough Diversity Advisory Council (DAC) and met many groups involved with a variety of issues in the community. One meeting was was Ashley Brundage regarding the Tampa International Gay Lesbian Film Festival which begins on October 12th at the Tampa Theater. WMNF will be present, and Scott, the President will be giving away tickets to the station to give

out on air. Angela B, Carribean Cruise director, is sponsoring another Kiddie Carribean Cruise on November 18th at the 22nd Street Community Center. The World Refugee Organization is having a Welcoming Week on Sept. 23rd where WMNF will have a radio outreach, hands on station set up.

There have been break-out sessions with late night programmers . She spoke with Joan Read about Staff Diversity Training in the future (to be part of LRP). On September 30, from 10-2 pm, there is going to be an Interactive Hillsborough County Diversity Festival, MC'd by Tina Marie of the Urban Café.

15. Development Committee (DC) – Nancy Johnson. Reviewed the upcoming Ticket to Ride Birthday fundraiser at the Brew Bus Terminal, September 11th. Board members are encouraged to sell tickets. A \$35 ticket includes food, a drink and entertainment by Johnny Zoom, and a guest appearance by Daniel Ruth. David Harbeitner is working with Gene Moore to create a more robust Planned Giving Program.

Sandy questioned if there is a Planned Giving Plan? Audience asks have been on-air of late. Again, Sandy asks if there is there a goal – are we keeping metrics? The Development Plan is going to focus on this according to Craig.

The Tour de Clay fundraiser is in the planning for December, and Nancy will be coordinating with the various studios.

16. Personnel Committee (PC) -- Lauren Adriaansen --. Met and discussed Station Policy of 403B Discretionary Matching Proposal and Sick Leave Benefits. Discussion ensued, and Cindy asked to do research on the 403B Discretionary Matching Proposal. She will be back with Board over the next week for clarifications and liabilities. Nancy motions to table until next month, Ian 2nd. Approved. No budgetary impact until 2019.

17. President's Report – Michael Bagby. Spaghetti Dinner, planned and organized by Randy is discussed. Details, jobs, product become topics that seem unable to be resolved in such a short time result in the event's being cancelled. Donations offered by Board Members to exceed the \$1,000 Board donation required in current Budget. Money to be collected at next meeting.

18. Motion to move into Executive Session at 9:34 by Lauren/2nd Joshua – Personnel matter. Out of Executive Session at 10:13 pm.

19. New Business. Kisha has missed 5 meetings – voted to forgive her last two absences due to family matters.

20. PALS Evaluation –
Participation: 9.1
Accomplishments: 9.1
Listening: 9.07
Scheduling: 7.2

21. Next Meeting/Adjournment – Lauren Adriaanson.: Sept. 18th next meeting. Meeting

adjourned at 10:21 pm

By: _____
Nancy Johnson, Secretary

Approved by the Board on: _____

MANAGEMENT REPORT

August 2017

Prepared by: Craig Kopp, General Manager

General Manager:

Good news on the ratings front. WMNF held its .8 overall rating for July, despite a dip in average daily come from 23,200 persons to 19,300 persons and a drop in average weekly come from 79,800 to 68,900. From that you can deduce that overall listening in market was down so we held our own. Our average quarter hour listening remains at a strong 1600 persons (these are people who tune in for at least five minutes in a quarter hour. The highlights in dayparts were a .7 in morning drive which has continued an upward trend since its low of .3 in February. Midday Public Affairs programming remains strong at 1.1 – a number it has maintained since May. Areas of concern remain afternoon drive, which dropped from a .6 to a .4, and evenings which dropped from a .7 to a .6. Over the holidays, evenings were as high as a 1.4, but started taking a dive right around Inauguration day. Cable TV news may be stealing a good deal of that audience right now. The weekend delivered a very strong 1.0, their highest number of the year. We still struggle demographically with attracting any young numbers. 70 per cent of our audience in July was 55-64 years old. Interestingly, the ethnic composition of listening has shot up to 33 per cent black and 13 per cent Hispanic. That nearly doubles what it was a year ago. The times we live in may explain that. WMNF is a bit of a refuge for talking about these troubled times.

I met on Wednesday 8/16 with Republican state representative Jake Rayburn at his office in Valrico. The Executive Director of the Florida Public Broadcasting Service set up the meeting. Also in attendance was the General Manager of WUSF and Justin Day who lobbies in the Capitol for FPBS. Representative Raburn is the vice-chair of the Appropriations Committee and was a key supporter in keeping our state funding in the budget this year. I had a chance to tell him who we are and invite him to the station and to pitch the all-important funding we receive for the Florida Public Emergency Network. It was a very positive meeting and we will be keeping in touch as committees begin to meet this fall.

If you haven't yet had an opportunity to check out Creative Loafing's "Best of the Bay" nominations, your Community Radio station and a whole bunch of shows

and personalities are nominated. Couldn't be prouder. Check it out at <http://www.cltampa.com/botb2017>. Voting closes on the 23rd.

Programming:

We had a great walkup gate for the Trae Pearce/Lee boys show at Skippers so we turned a small profit. Even more important, representative from AAA offices around Tampa Bay and the cruise line were there to hype the Tropical Heatwave cruise. We didn't sell any bookings but there was a lot of interest. We have about 100 booked at this point and the promotion continues Saturday night at Skippers for the Americana Fest. AAA will have a rep at the will call table distributing cruise information.

Outreach/Volunteers:

JoEllen Schilke and yours truly are deep into a comprehensive marketing plan for 2017-2018. We have done a SWOT analysis and are working on a number of things I'm pretty excited about. But right now we are still getting everything possible down on paper before we zero in on priority actions. But we are meeting twice a week to get there sooner than later.

Development:

The Development department is getting close to shifting to October drive prep, but – in the meantime – they've been in my office twice weekly because there's an updated development plan in the works. We've gone through the SWOT exercise and are getting every idea possible down on paper. One focus I am pretty excited about is a campaign on Legacy Giving with some really original approaches. We've cast the idea net out pretty wide on this and are in the process of reeling it back in to see which fresh ideas are keepers. We plan to have this knocked out by September 1.

Engineering

We had expected to have the drain repair in the East parking lot completed by Monday 8/21 with the work to begin Friday 8/18. But Max Anduze reported early Friday that the project has been delayed a week because a back-ordered part has not arrived. We are trying to use only one business day tying up that parking lot so

fingers crossed for the project to start next Friday.

The county was in this week to check out the equipment installed through the tower grant addendum. Everything went fine so that project and the payments should be wrapping up soon. Thanks to Mark Donald and Cindy Reichard for staying on top of all the paperwork!