

**The Nathan B. Stubblefield Foundation, Inc.**  
**Board Meeting Minutes of October 16, 2017**



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

**T – Participated by Telephone**

1. Call to Order – Michael Bagby at 7:20 pm.
2. Roll Call/Proxies/Attendance Review/Agenda Review – no proxies announced.
3. Visitor’s Comments – no one present.
4. Nominations & Board Development Committee (N&BC) – Stuart Mellish.  
Kurt and Kisha to be replaced. Community At Large seat can be interviewed by whomever is not chosen.

BOARD CANDIDATE INTERVIEWS: Wayne Garcia, Lorraine Franckle, Gus La Russa. Two others interested but were unable to attend. Re-election – Layla, Letty, Dave and Lauren.

Ian’s position – to be selected by Volunteer Committee.

Three candidates to elect: One position is a one-year post, the other is a two- year position.

Two Year term: BOD decided to vote for one of the three candidates now in order to give the unavailable two other candidates could be consideration. Discussion about candidates followed the interviews - Kurt stated that Lorraine has several good qualities – as a career surgeon, she is intelligent, she is a woman – adding to our diversity, and she lives in Pinellas, an underrepresented area. Vote on Kurt’s seat – (2 year term) – Wayne Garcia elected.

One Year term (completing Kisha's): Vote on the one-year position to be postponed. The names will be given to the Volunteer Committee for consideration in filling the Community Representative position. Sandy recommends that the By-Laws Committee should consider a ruling regarding people who resign mid-year. Motion to defer action on Kisha's seat until November – vote could end up being from a pool of four. Board voted 7/6 to defer electing another BOD member until November's meeting (Kisha abstained, of course).

Stuart will contact the two candidates about an interview at the next meeting.

5. Review Last Month's Minutes, Nancy Johnson. Motion for approval of the regular September 2017 BOD Meeting Minutes. Motion to approve: Sandy/Dave 2nd. Motion carries by acclaim.

6. General Manager Report – Craig Kopp: Randy believes that the Board should feel confident about our fiscal position. Discussion of matching donations – very successful this drive. Michael questioned the procedure about matching promotions – he believes that programmers need some training on that in the future. Keep Laura in the loop (Stuart). See Appendix A.

7. Finance and Audit Committee (F&AC) – Dave Harbeitner. Numbers similar as to the fiscal year, about \$100,000 net revenue once depreciation is considered – We presently have \$339,000 more in cash than is required. Roughly \$220K in Parnassus, \$339K in cash for approximately \$560K in excess reserves. 320K left on mortgage, balloon is due in 2022. Finance and Audit Committee motioned to pay \$50,000 towards the mortgage. Lauren wanted some clarification as to how we got the money we have. Dave gave details on the process. Baseline – 4 months of required reserves projected by Cindy. Motion to approve by John/2<sup>nd</sup> Lauren– passed by acclaim.

8. Development Committee, Michael Bagby. Birthday Bash a success. Meeting October 24<sup>th</sup>. He suggested volunteering at the Clearwater Jazz Festival in the coming weekend. Nancy discussed Tour de Clay on December 9-10<sup>th</sup>, an annual Development fundraiser. Some volunteers for one of two locations will be needed.

9. Technology Committee – John Francis. Oct. 12<sup>th</sup> – equipment discussion in budget. Progress on Vuhaus, Max making progress on infrastructure – going to merge Basecamp for both staff and Board. Robert and Max addressing bandwidth issues. Joshua looking for Youth handle online – Board members can get a wmnf. Robert Fitzpatrick– NPR one.

10. Personnel Committee – Lauren Adriaanson.

A. 403B Policy – 2<sup>nd</sup> reading, passed by acclaim. (See September minutes for language change)  
B. Sick Leave Benefits: Copies of attorney-revised version distributed. Now reads "Paid sick leave benefits" vs. "Sick leave". New version proposed by the Committee – Passed by acclaim. There will be a second reading of the Sick Leave Benefits at November's meeting. See Appendix B for new language

11. Community Advisory Board (CAB) – Kisha Linebaugh. Did not meet, but will meet to

try to continue with 4 meetings.

12. By-Laws Committee – Letty Valdes. No meeting. There will be future discussion on mid-term Board members’ resignations, and establishing procedures more clearly for the replacement policy.

13. Volunteer Committee – Ian DeBarry absent.

14. Diversity Committee – Pamela Robinson absent.

15. Long Range Plan Committee – Stuart Mellish and Kurt Madsen. A packet, “Connecting with our Constituent Communities in a Global, Interconnected World”. Kurt’s absences during the last several months due to business. Will continue to try to give feedback. LRP committees to be discussed next meeting. January meeting will be for refining the LR Goals. Kisha suggested being honest about embracing diversity. David said that the richness of diversity needs to be refined by the Board. Committees job is not to come up with tactical strategies, needs to be a mechanism for follow-through (according to Josh).

16. Youth & Innovation (Y&IC) – Josh Holton. Josh thanks for his time on the Board. Get youth involved with programming, if we want to continue involving young community.

17. Executive Session – Michael Bagby, 10:08 Reason: Personnel matter.  
Motion to accept minutes – Stuart/Dave 2<sup>nd</sup>. Kisha abstained. Motion to leave Executive Session by Stuart/Kurt 2<sup>nd</sup> at 10:27 pm.

18. President’s Report – Michael Bagby – Christmas Party – no date yet. Move the next meeting to November 27<sup>th</sup> which will include interviewing the two additional Board candidates.

19. New Business/Announcements – Elected new positions, new committees and officers upcoming.

20. Attendance Review - Nancy Johnson – everyone in good standing.

21. PALS Evaluation –  
Participation: 9.3  
Accomplishments: 9.3  
Listening: 9.3  
Scheduling: 8

22. Next Meeting/Adjournment – Michael Bagby: 10:37

By: \_\_\_\_\_  
Nancy Johnson, Secretary

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

## APPENDIX A

### MANAGEMENT REPORT

October 2017

Prepared by: Craig Kopp, General Manager

#### **General Manager:**

As of the end of business day on Friday, 10/13/17, our Fall Fund Drive total was \$240,494.40. That's about \$5500 over our goal of \$235,000.

And, we reached that goal at exactly one minute before 10a on Wednesday, 10/11/13... the exactly deadline of the drive.

As circumstances would have it, I met a longtime listener/supporter at the hockey game on Friday. We were both guests in the Outfront Media suite for the home opener. We had a great chat, and wouldn't you know it, that listener/supporter walked in a \$1000 check to put us over the top at exactly 10a Wednesday! We were as much as \$21000 behind goal at one point in this drive. That was Monday morning. But then we started gaining and never looked back.

You know, a lot of radio stations really don't talk about where they are in relation to goal through much of the drive because they fall behind – a lot. But they manage to build excitement as the drive heads to a close and they tend to make it. That's exactly what we did this time around so we, I guess you could say, had a pretty normal drive. This is how they work a lot of the time.

What's different for us over the time I have been here is that we are now generating that end-of-drive excitement. And it really paid off.

Randy Wind has some thoughts on the success of the drive, too and I thought I would share those with you.

#### **Programming:**

This was a very successful drive, especially compared to the last two fall drives:

**Fall 2015    \$187,000**

**Fall 2016    \$191,000**

**Fall 2017    \$238,000** (for historical purposes I use the total as of the end of the day of the drive, not including the post-drive efforts following the drive)

This is a major jump. How to explain it? Here are some possible explanations, all of which might be factors, some more than others.

1) **The continuing Trump effect.** This was not as good as the post-inauguration drive last February, but all three drives this year have gone well. All signs point to this as a significant factor

2) **More listening.** The latest ratings show us with a .9 rating, ticking up higher than we have seen in years, with the increase based mostly on people listening longer. Online numbers also seem to be up across the board.

3) **Lack of distractions.** Many drives suffer from major distractions which can be extreme weather, a major political story, bad economic news, big sports event or anything that pulls listeners away from us. Such distractions can knock off pledging and drive momentum. This drive had no major distraction

4) **Stock market high.** The stock market goes through ups and downs and I have noticed they can affect our drives. Many of our disappointing drives are when it is in a downward trend. Many listeners are invested in the stock market and/or mutual funds (some rely on it for a big part of what they live on). They will tend to tighten the belt when the market is down and be more generous when the market is doing well. The stock market has been on an upward trend for a while.

5) **Improved economy.** I know the middle class continues to suffer but the economy does not feel as troubled as it did in those years after the 2008 crash. The average pledge during our drive was over \$100 which is higher than ever before.

6) **The Tom Petty effect** - Petty died 36 hours before our drive and WMNF paid major tribute to him. A WMNF tribute event to Tom Petty came together super fast with amazing bands and when tickets went on sale and in the drive as a premium, they exploded. We cut off ticket sales Sunday but kept the premiums going and by the time we stopped the Petty premiums 6pm Tuesday, around 200 people had pledged for tickets. This was a nice boost to many shows and all the Petty action involving WMNF seemed to have brought some new listeners and members to the station.

7) **Pitching with WUSF** - The first two days of the drive coincided with WUSF's fall drive and we got off to a good start. I have noticed that we do well when WUSF is also pitching and our listeners cannot retreat to them as a pledge-free alternative

As Randy pointed out in his analysis, our rating in September was our best in recent memory -- .9.

A year ago in September we had a .6.

After a low of .5 in February we consistently climbed to a .8 in June which we held every month of the summer.

What consistency we have generated in presentation, news and music is paying off because we have been holding our increased rating for 4 months now.

If you dig deeper into our September ratings, the news is even better.

That .9 ranking is for everybody 6 years and older. If you look at our rating for everybody 12 years and older, we are actually at a 1.0. And for everybody 18 years and older we are at a 1.5.

And all of these numbers have been climbing since the spring.

As you can see in the following screenshot of Nielsen's basic information, our biggest challenge remains in demographics under 45.

It is one of the objectives of the soon-to-be-completed marketing plan to address this lack of awareness in lower demographics in a significant way.

## Vital Signs Report

### WMNF-FM

TAMPA-ST. PETERSBURG-CLEARWATER; Metro

Persons 6+ | Monday - Sunday 6A-12M

Prior 13 Month	Current Month
AVG	SEP17

Estimates	SEP16	OCT16	NOV16	DEC16	HOL16	JAN17	FEB17	MAR17	APR17	MAY17	JUN17	JUL17	AUG17	AVG	SEP17
AQH Share	0.6	0.7	0.6	0.5	0.6	0.8	0.5	0.6	0.6	0.7	0.8	0.8	0.8	0.7	0.9
AQH Persons	1,200	1,500	1,300	1,100	1,200	1,600	1,000	1,200	1,300	1,500	1,600	1,600	1,500	1,400	1,700
Avg Daily Cume Persons	21,400	29,300	21,800	21,100	22,100	29,500	17,800	17,100	22,100	22,500	23,200	19,300	19,900	22,100	20,700
Avg Daily TSL	1:02	0:56	1:02	0:58	1:01	0:58	1:04	1:13	1:02	1:13	1:14	1:28	1:23	1:06	1:27
Avg Weekly Cume Persons	83,100	96,700	75,800	80,700	84,900	99,000	65,600	66,200	77,300	76,800	79,800	68,900	70,900	79,000	80,100
Avg Weekly Cume Rating	3.0	3.4	2.7	2.8	3.0	3.5	2.3	2.3	2.7	2.7	2.8	2.4	2.5	2.8	2.8
Avg Weekly TSL	2:00	2:00	2:00	1:45	2:00	2:00	2:00	2:15	2:15	2:30	2:45	2:45	2:45	2:15	2:45
P1 Information	SEP16	OCT16	NOV16	DEC16	HOL16	JAN17	FEB17	MAR17	APR17	MAY17	JUN17	JUL17	AUG17	AVG	SEP17
P1 AQH Persons	400	1,000	500	700	500	400	500	700	600	900	900	900	900	700	1,000
% P1 AQH	33%	67%	38%	64%	42%	25%	50%	58%	46%	60%	56%	56%	60%	50%	59%
P1 Avg Weekly Cume Persons	8,500	18,300	12,100	9,700	11,000	6,100	11,500	14,000	8,600	13,700	8,700	12,700	12,300	11,300	15,400
% P1 Avg Weekly Cume	10%	19%	16%	12%	13%	6%	18%	21%	11%	18%	11%	18%	17%	14%	19%
P1 Avg Weekly TSL	7:00	6:45	5:30	9:45	6:15	8:45	6:00	7:00	10:15	8:15	14:15	9:00	9:00	8:15	8:45
Metro In-Tab	SEP16	OCT16	NOV16	DEC16	HOL16	JAN17	FEB17	MAR17	APR17	MAY17	JUN17	JUL17	AUG17	AVG	SEP17
Avg Daily In-Tab	1,223	1,231	1,224	1,209	1,273	1,294	1,253	1,255	1,310	1,314	1,306	1,310	1,378	1,275	1,358
Avg Weekly In-Tab	1,076	1,083	1,061	1,046	1,087	1,116	1,081	1,069	1,137	1,125	1,128	1,134	1,189	1,102	1,139
Daypart Trend (AQH Share)	SEP16	OCT16	NOV16	DEC16	HOL16	JAN17	FEB17	MAR17	APR17	MAY17	JUN17	JUL17	AUG17	AVG	SEP17
M-F 6a-10a	0.5	0.5	0.4	0.4	0.5	0.5	0.3	0.4	0.5	0.6	0.7	0.7	0.7	0.5	0.8
M-F 10a-3p	0.7	1.0	0.9	0.7	0.6	0.9	0.8	0.8	0.8	1.1	1.1	1.1	1.1	0.9	1.3
M-F 3p-7p	0.9	0.8	0.7	0.6	0.6	0.8	0.4	0.3	0.3	0.3	0.6	0.4	0.4	0.5	0.6
M-F 7p-12m	1.1	1.1	0.8	0.9	1.4	1.3	0.7	0.5	0.8	0.8	0.7	0.6	0.7	0.9	0.8
Sa-Su 6a-12m	0.3	0.4	0.2	0.2	0.5	0.8	0.5	0.7	0.6	0.9	0.8	1.0	0.8	0.6	0.9
Age Cell Comp (AQH Persons)	SEP16	OCT16	NOV16	DEC16	HOL16	JAN17	FEB17	MAR17	APR17	MAY17	JUN17	JUL17	AUG17	AVG	SEP17
6-11	0%	1%	2%	1%	0%	1%	1%	5%	2%	0%	0%	1%	0%	1%	0%
12-17	4%	3%	2%	2%	1%	1%	0%	1%	1%	0%	1%	0%	0%	1%	0%
18-24	7%	8%	4%	5%	6%	10%	8%	10%	8%	6%	5%	9%	2%	7%	3%
25-34	9%	15%	11%	6%	8%	7%	9%	2%	3%	6%	5%	2%	3%	7%	3%
35-44	3%	6%	10%	4%	2%	6%	2%	2%	6%	5%	3%	4%	2%	4%	1%
45-54	9%	12%	12%	14%	21%	23%	11%	13%	12%	10%	14%	9%	14%	14%	18%
55-64	61%	50%	54%	63%	52%	49%	65%	58%	62%	63%	68%	70%	73%	61%	68%
65-74	5%	5%	5%	4%	8%	2%	3%	7%	7%	8%	4%	5%	5%	5%	6%
75+	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%
Gender Comp (AQH Persons)	SEP16	OCT16	NOV16	DEC16	HOL16	JAN17	FEB17	MAR17	APR17	MAY17	JUN17	JUL17	AUG17	AVG	SEP17
Male	57%	62%	61%	56%	51%	55%	75%	67%	74%	79%	79%	77%	84%	68%	84%
Female	43%	38%	39%	44%	49%	45%	25%	33%	26%	21%	21%	23%	16%	32%	16%
Ethnic Comp (AQH Persons)	SEP16	OCT16	NOV16	DEC16	HOL16	JAN17	FEB17	MAR17	APR17	MAY17	JUN17	JUL17	AUG17	AVG	SEP17
Other	82%	75%	74%	80%	84%	82%	77%	77%	67%	59%	60%	53%	66%	71%	69%
Black	9%	13%	14%	17%	13%	16%	23%	20%	28%	37%	29%	33%	29%	22%	23%
Hispanic	9%	13%	12%	3%	3%	2%	0%	3%	5%	3%	10%	13%	5%	7%	8%



**Operations:**

Dwaine Terry reports the trees behind the building have been taken down and trimmed up. This has been a long process. And when we finally pulled the trigger, it was even a longer process because Hurricane Irma intervened. We had planned to have this job completed in the last fiscal year, but that was not to be because of the backup of tree work caused by hurricane cleanup. But the trees are no longer a threat to our building and neighboring properties.

## APPENDIX B

### **Sick Leave Benefits**

Revised Effective 1/1/18

WMNF Radio provides paid sick leave benefits to eligible employees for periods of temporary absence due to illnesses or injuries. Employees in the following employment classifications are eligible for sick leave:

- Regular full-time employees
- Regular part-time employees
- Regular quarter time employees

All regular full-time staff will be eligible to accrue 12 days of sick leave with pay from anniversary date to anniversary date, computed on the basis of one full working day with pay accrued for each month worked.

All regular part-time staff will be eligible to accrue 6 days of sick leave with pay from anniversary date to anniversary date, computed on the basis of 1/2 working day with pay accrued for each month worked.

All regular quarter time staff will be eligible to accrue 1/4 working day with pay earned for each month employed.

Paid sick leave will accrue but may not be taken during the initial 90 days of employment.

Paid sick leave may be granted upon approval of your supervisor or the station manager for personal illness, the illness of family members and approved parental leave due to the birth, adoption or placement of a child. For parental leave refer to the Parental Leave Policy.

The president of the board must approve the sick leave of the station manager.

Employees can request the use of paid sick leave after completing a waiting period of 90 calendar days from the date the employee become eligible to accrue sick leave benefits.

Paid sick leave can be used in minimum increments of two hours.

All regular full-time staff may accrue paid sick leave up to a maximum of 60 days. ("sick

pay bank”)

All regular part-time staff may accrue paid sick leave up to a maximum of 30 days. (“sick pay bank”)

All regular quarter time staff may accrue paid sick leave up to a maximum of 15 days. (“sick pay bank”)

Paid sick leave benefits may only be used for an absence due to the employee’s own illness or injury, or that of the employee’s child, parent, or spouse. Paid sick leave also may be used for doctor or dental appointments. For parental leave refer to the Parental Leave Policy.

Unused paid sick leave will be allowed to accumulate until the employee has accrued his/her maximum total days of paid sick leave accrued. If the employee’s paid sick bank reaches the maximum amount, further accrual of sick leave benefits will be suspended until the employee has reduced the balance below the maximum amount allowed to be accrued in the employee’s category.

Paid sick leave benefits are intended solely to provide income protection in the event of illness or injury, and may not be used for any other absence.

Effective 1/1/18 upon separation of employment, employees will not be paid out any accrued sick days with only two exceptions as follows;

- (1) Employees who have worked at least 10 years for WMNF as of 1/1/18 will be eligible to be paid upon separation of employment their accrued sick pay bank.
- (2) Employees who were employed prior to 1/1/2018 but who do not have 10 years of employment as of that date will be eligible to be paid 25% of what is in their sick pay bank.

