

The Nathan B. Stubblefield Foundation, Inc.  
Board Meeting Minutes, January 8, 2018



<u>Board Member</u>	<u>P</u>	<u>A</u>	<u>Board Member</u>	<u>P</u>	<u>A</u>
David Harbeitner	P		Wayne Garcia	p	
Letty Valdez	P		Dwaine Terry	P	
Craig Kopp	P		Laila Abdelaziz	T	
John Francis	P		Pamela Robinson		A
Bob Ingram	P		Lauren Adriaansen	P	
Nancy Cox-Johnson	P		Jamie Klapholz	P	
Carson Holton	P		Stuart Mellish	P	
Michael Bagby	P		Lori Karpay	P	
			Sandy Wismer	P	

T – Participated by Telephone

Call to Order: 7:15

Roll Call/Proxies/Agenda Review – **No Proxies**

Acceptance of items on Consent Agenda David Harbeitner  
 Committee Updates from Diversity/Volunteer see meeting Minutes  
 No Committee meeting held since 11/28: Bylaws, Personnel  
**Consent Agenda: approved by acclaim**

Visitor's Comments - none Cindy Reichard  
 Review/Approve Last Month's Minutes Michael Bagby **Approved**  
 General Manager Report Craig Kopp **Craig shared report - see Appendix A**  
**Craig will need a longer time for next board meeting to share KPI and marketing plan.**  
**Sandy: Metrics question regarding whether key evaluation points or the marketing plan.**  
**David: Don't want to see on the KPI**  
**Stuart: Use "traffic lights" instead of numbers – using red/yellow/green**  
**Nancy: Put on basecamp ahead of meeting**  
**Lauren: Are we doing an internal audit for the server crash?**  
**Craig: Agreed to a tech audit**

President's Report David Harbeitner  
**Getting language correct regarding additional signators.**  
**20 shares of APPLE came in. \$2100 gain.**  
**We have to get board approval to accept stock gifts.**  
**We have to weigh in pro-actively to get back to donor.**  
**David Motion: Sandy Wismer is added as an authorized signer as treasurer to all bank accounts and the Parnassus account.**

**Second: Stuart**  
**Approved by acclaim**

**Authorize 5K credit card for Max to make purchases.**

**David Motion: *Max Andus is added as an additional card holder to the Bank of Tampa.***

**Second: Nancy**  
**Approved by acclaim**

**Consent agenda topics must be made available to board members by Thursday evening before a Monday board meeting into BASECAMP. Prior to meeting on Consent Agenda – each shall read them to be ready to approve them BEFORE meeting. Minutes from previous month will be in that folder. Craig’s report will also be made available.**

**Consent agenda is designed for the board to be able to focus on things of consequence.**

**Cindy: How will this work on posting minutes on website?**

**David: Committee minutes should be made available online.**

**Cindy: Auditors go online to check out minutes.**

**Lauren: Committee minutes should be addendums to board minutes. Enter into 2018 section of Basecamp.**

**David: Minutes are available for us to read prior to meeting.**

**Stuart: Do we work with you, David, to decide what is to go on Consent Agenda and what is to be on board meeting agenda?**

**Carson: Are all committee minutes to be uploaded to basecamp?**

**Lauren: Yes. Reading it ahead of time will allow board member to put something onto meeting agenda BEFORE meeting.**

**John: Finance minutes will never be on consent agenda due to meeting timing. How will we handle their approval?**

**David: Committee Minutes are available to the public.**

**Lauren: Friendly amendments can be added backwards**

**David: Reiterating finance will never be on Consent Agenda due to timing**

**Lauren: Add to the agenda “Why it’s important to allow felons to vote”**

**Finance Committee Report** **Sandy Wismer**

**Auditors will be here for February meeting.**

**Lori: Does the board approve specific event? (regarding cruise)**

**Sandy: Entire budget gets approved not specific staff created events**

**Lori: Is there a plan to make up loses for specific events?**

**Sandy: We budget for the entire year and don’t account for making specific losses, but we do have the rest of the year to figure out ways to bringing expenses in line with revenue.**

**Lauren: How many years have we been audited by the present company?**

**Agreed number: four years**

**The 2018 fiscal year will be our fifth year.**

**We have them for at least two more.**

**Contract was three years with an extension of two years.**

**Long Range Plan Committee** **Stuart Mellish**

**Review Draft Agenda for Retreat.**

**Go the WMNF website Mission / Values / Vision – read them carefully to be prepared to discuss at the Retreat. Strategic planning is the most important task of the board.**

**Three main areas for the retreat: Revenue, Diversity and Community Engagement.**

**Current LRP is on docs on Basecamp.**

**We need to probably print it out and bring to retreat.**

**The only attendees will only be the board. We are setting the strategy for the station.**

**We have spent too much time on execution and not enough on strategic planning.**

Kurt's LRP PowerPoint should be shared with board.

We may plan a separate retreat for board.

We need something regarding diversity training for CBC requirements.

DT: How will "board retreat" be shared with staff?

Stuart: We need to employ a "cone of silence" before sharing with staff.

DT: Will there be items I can't share with staff?

*Our disagreements and details of discussions should not be shared*

*The OUTCOME is more important to share with the staff.*

Stuart: The tactical level is where the staff weighs in.

Lauren: Is there anything we need to ask staff to get consensus before retreat?

David: We are not coming up with solutions. It's about deciding what we want to be.

Craig: A first step is coming up with the right questions regarding strategy. So far there is no staff blowback regarding a board only retreat.

David: Planning and Budgeting times have not matched up. With this early retreat we can be ready for the budget cycle.

Craig: Randy had a list of some of the same questions in 2000. We now need to start answering them to take action.

Jamie: Are we looking at specifics concerning things like Development?

Craig: We are looking at much broader questions.

Jamie: How are we measuring our successes? We need homework to do before the retreat.

Lauren: We will have the first sheet of KPIs.

Nominating Committee

Stuart Mellish

Build a folder in basecamp for this committee.

Start the recruiting process by early part of the summer.

We need to find out the number of openings.

In recruiting we need to know what we are looking for – skill sets: What we have and what we are missing. We also will be looking at the diversity and age of the board.

Lauren: We can use Board Survey Monkey

Technology Committee

John Francis

Sandy: Should the technology committee be involved in the recent server crashes?

John: Encourage staff to develop plan to create audits for different tech aspects of the station.

Sandy: Put on agenda to discuss this

John: We need a comprehensive tech plan that addresses all the "tech silos" of the station – we need a comprehensive dynamic document to combine these separate components.

Craig: Weekly Max and D.T. meetings have started about all these issues regarding what can we do to help alleviate these "events" and be ready for them?

Development Committee Report

John Francis

John: First meeting is Tuesday 1/9/18

Who is responsible for the Board Events to raise our required money in the budget?

Staff, board members and volunteers do Development - they are not responsible for the Board Event.

#### **EXTRA AGENDA ITEM**

Board Statement regarding restoring the right for felons to vote.

Lauren read the statement for feedback and approval.

Sandy: Multiple statements may detract from message – racial overtones might distract

Lauren: I was asked to add this.

Motion to approve: Stuart

Second: Lori

Approved by acclaim

Thanks Laila for Net Neutrality message

\*Executive Session – Personnel

David Harbeitner

Motion to move into Executive Session

Moved: Nancy

Second: David

Approved by acclaim

Attendance Review

Michael Bagby

**All in good standing**

New Business: **Stuart – Regarding Board Fund Raising: Do a Happy Hour at a Bar – DJ night – agreement with bar to get money out of sales and do a fifty / fifty split on a raffle. Let's put it on the agenda for February.**

(PALS: Participation, Accomplishments,  
Listening and Scheduling)

Lauren Adriaansen

P: 8/9/8/7/8/8/9/8/8/9/8/7/8/7/8

A: 8/7/9/9/9/7/8/7/7/8/7/6/9/8/7/8

L: 8/8/8/8/8/9/9/8/8/8/9/9/7/9/8

S: 7/7/7/7/8/7/8/7/8/7/9/7/8/8/7/8

Next Meeting Feb. 19 President's Day

David Harbeitner

**Jan. 27 BOARD RETREAT**

**Feb. 8-15 Every board member should sign up for two hour shift for fund drive**

Adjournment: 9:30

David Harbeitner

Motion: Stuart

Second John

Approved by acclaim

By: \_\_\_\_\_  
Michael Bagby, Secretary

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

## **Appendix A – Station Manager’s Report**

Prepared by: Craig Kopp, General Manager

### **General Manager:**

Let’s start this New Year with some good news. We exceeded our End of Year \$50,000 goal by \$5000.00! This was a great group effort with Development, Programming and Marketing. We actually sent the EOY Campaign letter out to fewer people – those that have given to the campaign in the past – and it appears to have yielded better results, which was the plan. Our on-air pitching did not dominate the airwaves but was also very effective. And we used the website in the final week to urge contributions by putting up a flash page with a countdown clock for a sense of urgency. We even did a low key Facebook campaign that yielded quite a few contributions. All in all a great effort by all concerned and a great way to kick off 2018.

We received our quarterly ratings this past week. For the year we were up a tenth of a point to .7. However our December number was .6 – same as November – and down from the .9 we had in October. Our average number of listeners every day has not changed but the time they spent listening to the radio station was down significantly. That would help explain the lower overall number. Our demographics have not changed. 83 per cent of our listeners are 45 years old and up with 63 per cent 55+.

### **Programming**

Randy Wind has begun programmer evaluations for the New Year. This is a slow rollout as he delves into the archives, listens to shows and then writes comments and sends them out to each programmer. But, the process has begun. Randy’s ambitious plan is to touch base with all programmers by the end of the month. In conjunction with JoEllen Schilke, my in-depth training sessions are continuing this month with a session planned for January 22<sup>nd</sup> on how to conduct interviews. There’s clearly an appetite for this among programmers. We had ten sign up within hours of announcing the training.

### **Development**

Congrats, again, to the Development department for the successful End of Year campaign. But that’s yesterday’s news. On to the Winter Drive, which is February 8-15. Training sessions for programmers are in the works, as is a search for a new T-Shirt design and we are targeting some new folks for Challenge money asks. As of our Board meeting Monday night, the drive will be just 30 days away.

### **Engineering and Operations**

Our internal servers have remained crash free over the holidays, thanks to a workaround by chief Engineer Max Anduze that is too complicated for me to explain here. New equipment has been ordered and installed and the backup of all files to this new equipment is continuing – but it is a slow process because we have a lot of files. The bottom line is we expect the servers to be restored and operating at current industry standards in the near future.