

The Nathan B. Stubblefield Foundation, Inc.
Board Meeting Minutes
Date: September 17, 2018



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

T – Participated by Telephone

- | <u>Agenda Item</u> | <u>Lead</u> | <u>Time</u> |
|--|------------------|-------------|
| • Call to Order | David Harbeitner | 7:15 |
| • Roll Call / Proxies | Michel Bagby | 7:15 |
| • David Proxy for Jamie, Michael Proxy for Nancy | | |
| • Agenda review | David Harbeitner | 7:16 |
| • Acceptance of items on Consent Agenda | David Harbeitner | 7:17 |
| o Committee Updates from Bylaws (no meeting), Personnel (no meeting), Development (see minutes in Basecamp BOD/September/Committee Meetings folder) | | |
| • Visitor's Comments | David Harbeitner | 7:17 |
| Visitors: Simon, Katarina Lauver, JoEllen Schilke, Cindy Reichard | | |
| Simon will be placing "WMNF Stop HATE" signs w/ Jewish Star all around Tampa Bay, claiming that the station does not have Sunday Simcha as News and Public Affairs, complaining about his treatment from Rob Lorei - stating the Rob has attacked him verbally, on the air, and via email. (get Simon's last name) | | |
| o Volunteer Committee update | Katarina Lauver | |
| • Approved on Basecamp Last Month's Minutes | Michael Bagby | 7:25 |
| • General Manager Report | Craig Kopp | 7:26 |
| 43K state grant for improved security | | |
| Waiting for word on production boards grant. | | |
| Nielsen Ratings: .4 holding, cumulative is up by 3400 a day, 11K a week, time spent listening is still down. | | |
| There was a bump up the last week of the billboards. | | |
| 2.9 to 1.4 WUSF in one year. Our mid-day ratings are down to .2 | | |
| 39 th Birthday Bash – ticket sales 140 appx. | | |
| Oct. 4-11 Fall Pledge Drive. | | |

We need more match money.
 Five shares of APPLE stock - \$1000 appx.
 Shiftboard is changing to Sign Up Genius.
 Social media training 9/18/18 by JoEllen.
 Web searches went from 40% to 65% capacity today – 9/17/18
 One news story drove this - Rob Lorei story about a woman complaining using Round-Up at Hillsborough parks.
 The story hit REDDIT and drove traffic to WMNF's website.
 DT – developing a building request form for onsite fund raising events at the station.
 Door propping for smoke breaks and other reasons must end.
 Katarina – email seems to be filled with the same email over and over.
 Use the Trouble Ticket system – it is working.

- **President's Report** David Harbeitner
 - Board editorial opportunities - Felon Voting Rights Restoration, Other Amendments
 Are we going to record some PSA for Get Out the Vote - :30 spot will be written by Wayne G.
 - Update on Vote and Support Amendment 1 announcements
 Lauren A. will be revamping the PSA from the spring of getting it on the ballot.
 One ballot was thrown out and three more may get thrown off.
 Dave referred to the tax amendments that may hand tie local governments to raise funds or decrease
 The tax packages are reprehensible Amendments 1, 2 and 5. #5: 2/3 super majority for tax decisions.
 - Thank you moment post October meeting:
 Thanking our exiting board members – after or before the board meeting or another date?
 Oct. 15 – Independent (post meeting)
 November meeting – the week of Thanksgiving. Stay with the 19th.
 - Schedule December function – 2 or 9? Board Party - Dec. 2 – details to follow.

Lauren: recommend thinking about what committees we want to be on and lead

- **Finance Committee Report** Sandy Wismer 7:56
 Revenue up in every category except events and underwriting.
 Circle of Friends over budget, cars 13K, board event over by 9K, Pernassus up
(Get report from Sandy)
 Overall 100K up in net for this 2018 year.
 Auditors are here now for this year.
 Setting up WMNF endowment in talks with Tampa Bay Community Foundation.
 Second reading of budget.
 Sandy: motion to accept 2019 budget
 Passed: acclaim

- **Technology Committee Report** John Francis 8:02
 Technology plan moving forward.
 Moving from Rivendale to commercial level.
Development Committee Report: John Francis
 Sept. 26 Wine Tasting at Winesmith in St. Petersburg ½ of admission and 10% of sales.
Nominating Committee Report John Francis 8:06
 Nominating extended through 9/23/18
 Michael - Age limit question? Has to be 18.
 Reminder to review applications BEFORE October meeting.
 Bob: Should we use set questions?
 Bob: Can the Deveopment Committee simply recommend new board members.
 John Francis is not renewing for the board. Basecamp will require a new monitor.

- Diversity and LRP Committee Report Stuart Mellish
- Community Advisory Board Report Craig Kopp

Sept. 21 noon meeting. We will set the next meeting at the 9/21/18 meeting
Looking for people who can tap into issues in the community being underreported in the media.

- Executive Session – approve minutes David Harbeitner 8:20
 - Reason - Approve minutes / Personnel
 - David
 - Lauren
 - Acclaim
- Attendance Review Michael Bagby
- (PALS: Participation, Accomplishments,
Listening and Scheduling) Lauren Adriaansen
- P: 8.2
- A: 8.4
- L: 9.3
- S: 9.9
-
- Fund Drive – Board Members must volunteer – Oct. 4 6:00 a.m. – Oct. 11 noon
- Next Meeting David Harbeitner
 Oct. 15 7:15

- Adjournment
- John
- Lauren
- Acclaim David Harbeitner

THE BOARD'S ROLE

Governs the NBSF, which protects the FCC license, building and equipment, goodwill; employs staff. Establishes the mission of WMNF. Responsible for strategic planning. Establishes prudent financial policies, annual budget, annual audit, conducts planning retreats, approves personnel policies, style statements and programming policies. Participates in fund-raising functions of WMNF; approves non-budgeted expenditures over \$2,000.00.

*We go into Executive Session only when proper criteria concerning purpose are met or to review/approve the previous month's Executive Session minutes.

By: _____
Michael Bagby, Secretary

Approved by the Board on: _____