

The Nathan B. Stubblefield Foundation, Inc.
Board Meeting Minutes
Date: May 20, 2019



<u>Board Member</u>	<u>P</u>	<u>A</u>	<u>Board Member</u>	<u>P</u>	<u>A</u>
David Harbeitner	P		Dotty Stewart	P	
Letty Valdez	P		Dwaine Terry	P	
Cindy Reichard	P		Sandy Wismer	P	
Katarina Lauver	p		Pamela Robinson		A
Bob Ingham		A	Lauren Adriaansen	P	
Nancy Cox-Johnson	P		Stuart Mellish	P	
Carson Holton	P		Jack Timmel	P	
Will Greaves	P				

T – Participated by Telephone

- | <u>Agenda Item</u> | <u>Lead</u> | <u>Time</u> |
|---|------------------|-------------|
| • Call to Order | David Harbeitner | 7:15 |
| • Roll Call / Proxies | Katarina Lauver | 7:16 |
| • Agenda review | David Harbeitner | 7:17 |
| • Acceptance of items on Consent Agenda | David Harbeitner | 7:18 |
| o Committee Updates: | | |
| ▪ No meeting: Bylaws | | |
| ▪ No update: Diversity | | |
| ▪ Minutes posted in Basecamp BOD/May/Committee Meetings folder: | | |
| • Development and Technology | | |
| • Visitor's Comments | David Harbeitner | 7:18 |
| o Visitors: Arthur Hebert, Sandy Tarrant, Christopher Spata, Blannie Whelan, Jeannie Holton, Harrison Nash, Sarah Nash, Julie Scheid | | |
| o Arthur Hebert - Pro-Palestinian activist lived for 14 years in Saudi Arabia. Happy with the Lorei grievance process. Comment regarding Harbeitner's letter to the TBT editor following articles about Jewish talk show. Jewish point of view is not monolithic. Does not agree with some of the definitions of anti-Semitism from the article – these definitions defy the WMNF mission vision and values. Imbalance exists in the media in favor of Israel government. Why must WMNF seek Jewish talk show to balance True Talk? We need more programs like True Talk for an overall balanced view. Mr. Hebert provided a list of Jewish authors who are balanced on Israel-Palestinian issue. | | |
| o Sandy Tarrant – Thanks for reinstating Rob Lorei. Has concerns regarding Jewish Federation and pressre exerted on WMNF. JF exerted pressure on a Christian summit regarding conference on Palestinian issue held by SABEEL Christian organization which supports Palestinian rights. Hopes that WMNF will continue to give voice to Palestinian perspective, their voice is always being silenced. Kopp letter unprofessional. | | |

- Christopher Spata – Identified himself as a reporter from Tampa Bay Times – writing a story about WMNF – everything said in the meeting will be considered on the record unless otherwise specified.
- Jeannie Holton – Former board member, current programmer/volunteer. Appalled that the former GM would write such a negative letter in the media about WMNF. Upset that Kopp called WMNF anti-Semitic. Have a conversation and work together instead of calling names. This is according to our mission statement. Appalled that there is a demand to “balance” True Talk. Randy Wind does a good job as Programming Director. Why was the Jewish Federation show being thrust upon the programming director? How are we going to weigh which political opinion gets a show? There should be no pressure to hire a new GM.
- Blannie Whelan – Volunteer. Air at WMNF has changed and we are back on track. Appreciates everyone in the room and thanks the board for hard work.
- Sandy Tarrant – Emphasis should be on promoting the radio station.
- Julie Scheid – Staff. Reported that she was contacted by a member of Jewish community who is opposed to the title of the new Jewish talk show. Member of the Jewish community is happy to help with the show and can be reached at Jfriedman@usf.org.
- Review/Approve Last Month's Minutes Katarina Lauver 7:40
 - Minutes unanimously approved
- General Manager Report Cindy Reichard 7:40
 - Mortgage is paid off and closed out (Applause!) Big challenge with replacing the engineer. Topic at conference and other peers have a problem finding an engineer. We can repost the position or go to a consultant. Max Anduze continues to help. Joellen resigned, last day 5/24, will continue to be volunteer. New tag line – 40 years radioactive.
 - Jane and Gary Gibbons will be honored with 2019 Sydney & Thalia Potter Civic Award on May 30th. We purchased a table – Cindy, Rob, Laura, Will and Letty will attend.
 - PMBA Conference in Orlando re CPB grant. Refresher next month re CPB requirements. CPB grants may be tiered – we are D category right now. Dave – we are large which has been good so far. With tiered approach we may be affected. Proposed changes are in infancy stages may go into effect in 2022.
 - Hillsborough County Grant agreement for sound boards will be signed by the end of the week. We had to sign the agreement with Wheatstone and pay the down payment of \$47,642. The county has agreed to include this reimbursement even though this payment took place before signing of the Grant agreement. If we didn't make this move the equipment price was increasing by 15%. Letty and Sandy looked over the agreement with Wheatstone and approved.
 - Budget for 2020 is kicking off this week. Employee evals are due by May 31st. Domain controller installation is complete. Will remap computers. Training continues with AudioVault. Troubleshooting the HD3 channel issues. Any issues with computers need to be reported via trouble tickets. It's necessary to compile KPIs. Record Sale was a success. New schedule goes in on June 10, Randy is conducting programmer evals. Randy will be taking over logs. Randy attended NonComm Conference, might book some of the bands. Flee reported anecdotal conversations regarding the difficulty peer radio stations are having in finding new GMs.
 - Rob met with Jonathan Ellis of Jewish Federation. Rob is conducting volunteer evals. David – Rob will make sure that the new programmers are very familiar with our values and the mission statement. Nancy – I thought we were going to postpone. Carson – Rob said that he would address concerns – we haven't had a meeting planned. There should be another meeting with Programming Committee. Dave will follow up.
 - PECO grant is being finished up to replace chiller AC system. July will receive PECO money to upgrade security system.
 - Pub Crawl is this weekend. Buy tickets, please! Stu will be DJing, Katarina and Laura. Three breweries. Rebecca Pulley and Lint Rollers. Please recommend to friends, please share Facebook event.
 - Laura and Gene are working on the “challenge” donors for the Summer Drive.
 - Planned Giving Event scheduled for July 15 or July 22nd at Palladium Theatre, 5 weeks out we will send official invites, Manatee, Sarasota and Pinellas counties will be the focus

- Laura and Cindy are taking Pat Kemp to lunch for helping us get the sound board grant.
- Billboards will be rolling out in August. Dave – Market Research Analysis. Nancy – billboards are not successful. Lauren – should not be discussing without KPIs regarding prior billboard runs. Carson – prior GM was talking about unpredictability of billboard campaigns. Stu – billboards are effective way of advertising media. But we need to have a good message. Katarina - Maybe choose one strip to promote instead of various shows. Dave – we will pull information from the prior run. Cindy – are we running 40th anniversary? Letty is not for billboard campaign. Advertise with a plan, do not throw away \$18k for billboards. Bus benches are affordable and everywhere. Electronic billboards are not effective. Carson – consider target market and the message. 40 years may not get us new listeners. Will – we only did it twice. Should we maybe try again. Katarina – hire a marketing or advertising agency? Nancy – there are more ways to advertise than just a billboard campaign. Sandy – what was a goal of the market study – Dave – marketing awareness. Who is driving the marketing plan? Dave – no one at execution level yet. How many people responded to marketing plan that GM distributed? Sandy – Board needs to drive the marketing process. We need to review the marketing plan and add to it. Dottye – how do we get the right talent to get our marketing out. Bulletin boards are branding rather than marketing. Nancy – Craig and JoEllen put together Marketing Plan. Carson – what is Laura’s position title? Marketing moved from Laura to Joellen. Social Media policy is in process will be presented the board. Lauren – we want the full market survey report.
- Cindy attended labor law conference. All staff must take Harassment Prevention training by 09/30. August 5-9 training for Allegiance, a new system to replace Raisers Edge.
- President’s Report David Harbeitner 8:25
 - Board editorial opportunities – Amendment 4 editorial was written right before the bill go killed and it was brought up as an amendment to another bill. The editorial never aired. We can run an editorial advising people to register to vote. Possibly include “register to vote” at outreach events.
 - Silent auction items for 40 Birth Day Bash – Board members to bring in 2 items. Julie wants to produce a guide of all auction items two weeks in advance. Physical description, retail value, name of Board member. Have this by 08/15.
 - Linda confirmed that we can do Wine Pull. Carson will help Julie with the program. Julie and Nancy will come up with a letter to use to solicit auction donations along with a 503c letter.
 - Nominating Committee - Board members should recruit. Ask people to apply. Stu – bylaws should be revised to address partial terms. Once the partial term is completed, can the board members sit for two more full terms?
 - Diversity and Inclusion next steps – Letty – wait until GM is hired, we should not handcuff new GM to policies that they were not a part of. Lauren – should not wait, it takes a long time for GM to get acclimated. Need someone from staff to champion who can help the GM. If not, we will lose another two years. Carson – bring agency to help us diversify. Stu – start working on it now. Nancy – invite someone from outside the station. Dottye – perhaps work with Darlene moderator from the Staff and Board Diversity retreat. Dave – Motion. Create Diversity and Inclusion steering committee. To move forward on summary actions from retreat specifically develop an RFP with the idea to identify potential consultants. Second – Katarina
 - Letty abstains, motion carries
- Development Committee Report Stuart Mellish 8:45
 - Estate donations to go into endowment.
 - Sandy – not without a policy. Opposed to making unrestricted funds restricted. Present menu of things to donors – capital expenses, endowment.
 - Dave – this would be a quasi-endowment. Earmarked to look like restricted money but it’s Board designated and can be unrestricted. Don’t call it an endowment, create a bank account for all estate donations.
 - Sandy – recent bequest helped us pay off our mortgage, couldn’t pay off mortgage if it was restricted. We should not vote on anything until we have a policy.
 - Dave – Motion - The Planned Giving Subcommittee recommends that all planned gifts be earmarked for an endowment to provide long term income for WMNF.

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- Next Meeting David Harbeitner 10:45
 - June 17th 2019
- Adjournment David Harbeitner 10:45

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: _____
Katarina Lauver, Secretary

Approved by the Board on: _____

MANAGEMENT REPORT

May 2019

Prepared by: Cindy Reichard, Interim General Manager

Interim General Manager

The Good News! The Mortgage is paid off and closed out.

Our big challenge still continues to replace our Chief Engineer Max Anduze. And, it is proving to be something of a challenge. It's tough out there right now. And we are even competing with WUSF, which is also looking for a broadcast engineer. During networking with my peers last week at the PMBA conference everyone said it is a challenge right now trying to find Broadcast Engineers. I am going to repost the position or we may need to look at going back to using a consultant. Currently, between Mark Guthrie, Robert Fitzpatrick and Max Anduze are keeping us afloat. Mark is continuing to prepare for the installation of the studio boards in July.

JoEllen Schilke has resigned as Community Relations Manager and her last day is Friday, May 25th. Please thank JoEllen for all her hard work and good wishes for her new adventures. JoEllen will still be a volunteer and carry on with Art In Your Ear.

After taking suggestions and voting we have a new tagline rolling out 40 Years RadioActive. This will be on our summer fund drive t-shirt that is under way. I am excited about our summer design it is music related colorful and fun.

Our long-time volunteers Jane and Gary Gibbons will be honored on Thursday, May 30th by the League of Women's Voters for the 2019 Sydney & Thalia Potter, Civic Leadership Award Honoree. WMNF has purchased a table to show our support. We have a couple of seats for board members to attend.

Last week, I attended the annual PMBA conference in Orlando which is mainly related to compliance with the CPB grant. At the June board meeting, I will be giving a brief refresher on the compliance checklist. Currently, a panel is reviewing how stations receive their funding. They are looking at including some funding incentive rate tiers to help out smaller stations. This is in the infant stages now and wouldn't even take affect til 2021 or 2022. I will keep you updated as this moves along.

The Hillsborough County grant agreement has arrived to be signed and returned by the end of this week to move forward on the studio boards project. We did have to sign the agreement with Wheatstone and pay the down payment of \$47,642. The county has agreed to include this

reimbursement even thou this took place before signing the agreement. If we didn't make this move the equipment price was increasing by 15%.

The budget process for 2020 kicks off this Thursday.

All employee evaluations are being conducted at this time and due by May 31st.

Engineering/Operations

Installation of new Domain Controller is complete to include remapping 30 computers with access to shared drives. The security system was moved over to the domain controller. Preparation for the installation of the new boards is ongoing. Clearing rack space by removing unused equipment and tracing and labeling wires from operations to studios.

Training continues on using Audio Vault and fixing bugs on the HD3 channel.

We have had minor repairs on the outside door entrance, studio 1 door, water fountain, bathroom towel dispenser and UPS clock.

Transmitter site repair reconnected the CPU to enable remote transfers of transmitters.

Programming

The record sale was a big success netting \$11,434. Thanks to all that work together to make it such a successful event. Even the volunteers conducted a bake sale to help add to the proceeds.

Program changes have been finalized and will take place on June 10th. Randy has also, been conducting mini-evaluations with programmers during this process.

Randy is developing and carrying out promotion on upcoming events. Planning is underway for the big 40th Birthday Party featuring St. Paul and the Broken Bones at the St. Petersburg Coliseum September 14th.

Randy is training with DT to take over the program logs in the next month.

Randy and Flee attended the Noncom conference in Philadelphia last week. Waiting for an update from them.

News & Public Affairs

Rob Lorei met with Jonathan Ellis of the Jewish Community Relations Council with the backing of the majority of the Programming Committee has offered them a community weekly one hour public affairs show that will be aired on Sundays at noon.

Currently, Rob is conducting evaluations with news volunteers.

The news department is working on getting a volunteer to help with social media.

Development

Alligiance conversion project is currently on track. Training and Installation will be 8/5-8/9/2019. I will be meeting weekly with the Development Department to make sure this project stays on track.

Currently Laura, Cindy Max and DT are working on finishing up the state equipment PECO grant for 2020 to repair/replace our air conditioning system and chiller. This grant is due by May 23rd 2019.

In July, we will receive \$43, 814 that was awarded last year for the PECO grant to upgrade outdoor security system and enhanced lighting.

Pub Crawl next weekend on the 25th at Pinellas Ale Works, If I Brewed the World and Cage Brewing. Tickets sales have been low. Hoping people buy at the door.

Laura, Gene and Justin are working on challenge donors for the June fund drive starting June 20th.

Laura and Gene will be announcing dates this week for trainings for the drive. The fund drive will be June 20th thru June 27th.

Next planned giving event is Tuesday, July 23rd at the Palladium from 6:30 to 8:00 p.m.

Circle of Friends Appreciation Party Monday, August 26th at Ella's 5:00 p.m.

Laura Taylor and Cindy Reichard will be taking Pat Kemp to lunch on May 28th to thank her for her support on the replacing the studio boards project.

Community Relations

We are currently underway talking about having billboards once again to roll out in August.

JoEllen is currently drafting a social media policy.

Working on a Live/local music calendar for the website

HR

We held a staff salad bar lunch this month and seemed to be enjoyed by all.

Cindy Reichard attended a HR seminar put on by our labor attorney's Stearns Weaver Miller.

Cindy will be reviewing the job application this next month to make sure up to date.

All employees will be required to complete CPB Harassment Prevention Training again this year by September 30th 2019.