

The Nathan B. Stubblefield Foundation, Inc.
Board Meeting Minutes
Date: 10/21/19



<u>Board Member</u>	<u>P</u>	<u>A</u>	<u>Board Member</u>	<u>P</u>	<u>A</u>
David Harbeitner	P		Dyllan Furness	P	
Letty Valdes	T		Dwaine Terry	P	
Cindy Reichard	P		Sandy Wismer	P	
Katarina Lauver	P		Pamela Robinson	P	
Bob Ingham	P		Lauren Adriaansen	P	
Nancy Cox-Johnson	P		Stuart Mellish	P	
Carson Holton	P		Jack Timmel	P	
Will Greaves	P		Jennifer Meksraitis	P	

T – Participated by Telephone

Agenda Item	Lead	Time
• Call to Order	David Harbeitner	7:17
• Roll Call / Proxies	Katarina Lauver	7:18
• Agenda review	David Harbeitner	7:19
• Acceptance of items on Consent Agenda	David Harbeitner	7:19
• Committee Updates:		
• No meeting held: Bylaws, Development, Long Range Planning, Personnel		
• Minutes in Basecamp folder: Technology		
• Attendance Review	Katarina Lauver	7:19
• Visitor's Comments	David Harbeitner	7:20
Visitors: Michael Bagby – Came by to say goodbye to Lauren and David and thank them for serving on the Board.		
• Review/Approve Last Month's Minutes	Katarina Lauver	7:20
• Minutes approved in Basecamp – 12/15 approved		
• Nominating Committee Report	Bob Ingham	7:21
• Youth Candidate Seat Interviews: Matt Cuffaro, Nicholas Decker, Brad McCoy, Wesley Roderick, Emmy Lou Fuchs		
• Executive Session	David Harbeitner	8:50

- Lauren motions, Jack seconds, all in favor
- Executive session ends at 9:43 pm
- Dave motions to approve regular minutes from 09.30.19, Lauren moves, Nancy seconds. Letty abstains. All others in favor of passing of minutes.
- Sandy – motion to allow one-time exception to our bylaws and move the voting for non-Youth seat regular member to November BOD meeting with an understanding that their terms starts in January.
 - Discussion – Letty – November meeting is important; we elect the president and members of committee; Katarina and Nancy – we need emergency meeting
 - 11 directors vote Yes; 4 directors vote No. Motion carries because we have 2/3 of votes.
- Emmy Lou Fuchs and Matt Cuffaro are finalists. Emmy Lou is elected Youth Representative by a vote of 8 to 7.
- General Manager Report Cindy Reichard 10:00
 - Fund Drive: The fall fund drive was a struggle. Never seemed to have momentum. Ended with \$203K of \$242K goal. As of today, we are at \$219K. At the staff meeting last week, had a post drive discussion. Decided to keep soft pitching until October 31st then stop, as we will be going into year-end campaign at the end of November. Discussed the idea of a one-day drive but decided to wait and see how the year progresses. If we need one, we probably would do a one-day drive in August. We also discussed programmers who don't hardly pitch or need help. Randy is to identify these programmers and have a special training classes with them before the next drive. Also, seems that shows that either had live bands or did interviews didn't do well. A long-term plan discussed was getting rid of show goals and go to a block of time goals. Make it more about the station and not individuals.
 - FCC license renewal application was filed on October 1st. Renew is in February 2020.
 - Cindy attended the FPM (Florida Public Media) meeting at WEDU.
 - Audit prep is in full swing. James Moore will be in the station on December 3rd thru 5th.
 - Operations & IT: The board replacement project is in full swing. This is the focus of the Ops department and Engineering at this time to get this project completed by December. HD 2 & 4 back up and running. DT has been training programmers for board certification classes and Robert is working on a developing a training class for email, phishing and scams. Tree trimming and removal of a dead palm tree has been completed. Dave will be presenting an IT update at the meeting.
 - Programming: Randy has been deeply involved with the fund drive, setting goals, scheduling pitch parties and targeting programmers who need special help and post drive strategies. Working on scheduling some profitable shows for

the special events series this year. Looking for someone to permanently fill the Saturday slot for The Sixties Show – Robert Gray (Commuter) has been selected.

- News & Public Affairs: Rob is still working with the hosts of the Third Opinion. We continue to get email feedback from listeners all negative. Rob hosted two big events in the past two weeks: One the forum on Fake News at USF St. Petersburg where journalists from all around the world took part. Second event Rob hosted St. Pete City council candidates debate at Disston Heights where more than 50 people attended. Rob has reached to four possible speakers for a public affairs event. No luck so far securing a speaker and place. Tanja Vidovic is stepping down from being a co-host of Sustainable Living while she runs for mayor of Safety Harbor. News Volunteer Blannie Whelan continues to video public affairs shows and post on Facebook.
- Development: Allegiance project conversion still has glitches and we are working on getting them resolved with Allegiance. Gene Moore, Membership Coordinator last day is Thursday, October 31st. We will be having a small get together at the station that day from 5:00 to 7:00 for anyone who wants to stop by. The station is purchasing a cake and asking others to bring a snack to share. We are taking up a collection to purchase an Amazon gift card for Gene. Laura is working on securing some new underwriting contracts. Laura has obtained two new Concert Calendar agreements with Sweetwater Organic Community Farm and Pete's Place South.
- HR: Laura and Cindy have been conducting phone interviews for the Membership Coordinator position and have two interviews scheduled at the station on Tuesday 10/22/19.

- President's Report David Harbeitner 10:00
 - Board editorial opportunities – Nancy has written an Editorial on ERA:
 - The Equal Rights Amendment has been on the table for states' ratification since 1972. That is close to 50 years! A 2/3 ratification of the states, meaning 38 states is required for passage. Thirty-seven have ratified the ERA, but Florida is not one of them. The amendment reads: "Equality of rights under the law shall not be denied or abridged by the United States or by any State on account of sex." Passage would ensure that all people regardless of gender are assured of no discrimination in terms of property, employment, divorce and other sch matters. Ne proactive by contacting your elected Florida representatives and senators to vote Yes on the concurrent ERA resolutions to ensure equality for all Americans.;
 - Vote: Katarina motions, Lauren seconds – ALL in favor
 - Egmont Key 11/03/19 – Transportation will be provided, 10 am to 4 pm. Bring a side dish.
 - December Board Event will be discussed in November meeting. Cindy will talk to Fernandes about his schedule in November and December for a possible Meet & Greet with Volunteers at the Station and Board & Staff event
 - February 1st as a Board & Staff Retreat to discuss LRP. This date is not firm, it

- Diversity Committee Report Pamela Robinson 10:55
 Several events are planned for Outreach: Get In The Mix, VegFest, River Tower Festival, Belmont Heights Little League Team, Martin Luther King, Jr. Day Parade
- (PALS: Participation, Accomplishments, Listening and Scheduling) Lauren Adriaansen 11:00
 P: 7 8 8 8 6 8 8 8 8 9 7 6 7 10 8 9; A: 8 9 7 7 8 8 8 8 9 7 8 10 9 7 8; L: 8 7 7 8 8 6 8 9 8 5 8 10 7 6 7 7; S: 8 8 10 10 9 4 8 9 6 8 10 7 7 7 8 7
- Next Meeting David Harbeitner 11:02
 Monday 11/18/19
- Jack volunteers to be Basecamp Admin
- Adjournment David Harbeitner 11:03
 - Moved: Lauren
 - Seconded: Nancy
 - Passed: All in favor

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: _____