

**The Nathan B. Stubblefield Foundation, Inc.**  
**Board Meeting Minutes**  
**Date: 01/13/2020**

<b>Board Member</b>	<b>P</b>	<b>A</b>	<b>Board Member</b>	<b>P</b>	<b>A</b>
<b>Will Greaves</b>	<b>P</b>		<b>Jack Timmel</b>	<b>P</b>	
<b>Sandy Wismer</b>	<b>P</b>		<b>Dyllan Furness</b>	<b>P</b>	
<b>Nancy Cox-Johnson</b>	<b>P</b>		<b>Jennifer Meksraitis</b>	<b>P</b>	
<b>Bob Ingham</b>	<b>P</b>		<b>Renz Kuipers</b>	<b>P</b>	
<b>Katarina Lauver</b>	<b>P</b>		<b>Emmy Lou Fuchs</b>	<b>P</b>	
<b>Rick Fernandes</b>	<b>P</b>		<b>Matt Cuffaro</b>	<b>P</b>	
<b>Letty Valdes</b>	<b>P</b>		<b>Justin Garcia</b>	<b>P</b>	
<b>Pamela Robinson</b>	<b>P</b>				
<b>Carson Holton</b>	<b>P</b>				

**T – Participated by Telephone**

Agenda Item	Lead	Time
• Call to Order	Will Greaves	7:15
• Roll Call / Proxies	Katarina Lauver	7:16
• Agenda review	Will Greaves	7:17
• Acceptance of items on Consent Agenda	Will Greaves	7:18
○ Committee Updates:		
▪ No meeting held: Bylaws, Personnel, Technology, Nominating		
▪ Minutes in Basecamp folder: NA		
• Attendance Review	Katarina Lauver	7:19
○ All in good standing		
• Visitor's Comments	Will Greaves	7:22
○ Clay Colson – nice to see new, young board members. No one is opposed to Jewish program on WMNF. Ben A at SF Public Radio Station is a good example of what a Jewish show should be. When have the community organization been able to negotiate access to our airwaves? 3 <sup>rd</sup> Opinion did not announce pledge level or goal and did not really pitch during the drive. 3 <sup>rd</sup> Opinion erroneously stated on the 1/5/20 show that 50% of funding comes from state/federal level.		
○ Dan Callahan – read a letter regarding his opposition to 3 <sup>rd</sup> Opinion. He also read a letter that he received from one of the hosts.		

- Art Abair – concerned about 3<sup>rd</sup> Opinion. Concerned that hosts are misusing the term anti-Semitism. They are diluting it’s meaning. Why does WMNF have two Jewish public affairs shows?
- Art Abair’s spouse also raised concern regarding 3<sup>rd</sup> Opinion. Upset that WMNF will not reveal how much money was raised by 3<sup>rd</sup> Opinion during the last fund drive.
- Rick Fernandes – staff tells programmers what the goal is, some programmers share the goals, some don’t. There is no policy. Our funding is public. 10% of funding comes from CPB. Every decision made at WMNF is for the best of the station. No one is threatening us.
- Review/Approve Last Month's Minutes                      Katarina Lauver                      7:40
  - Approved in Basecamp
- Nominating Committee Report                              Katarina Lauver                      7:43
  - We have one seat open.
- General Manager Report                                      Rick Fernandes                      7:48
  - Meetings & Outreach:
    - Nov. 19, 2019 – Florida Public Media (January meeting in Tallahassee.); Dec. 7, 2019 – Attended “Recycled Tunes” and WMNF’s “Uke it Out.”; Dec. 9, 2019 – Met Ian Adair, Executive Director Gracepoint Foundation.; Dec. 16, 2019 – Met with Dan Callaghan and Clay Colson (Protestors of “Third Opinion”); Dec. 17 – 24, 2019 – Had to return to and work from Pittsburgh unexpectedly as his entire family came down with the flu. Dec. 31, 2019- Attended WMNF’s New Years' Eve “Donna the Buffalo” concert. Jan. 2, 2020- Attended Diversity and Inclusion Subcommittee. Jan. 6, 2020 – Attended WMNF’s “Case for Single Payer.”; Jan.7, 2020 – Attended WMNF’s LRP Committee. Jan. 10, 2020- Attended Tampa Bay Black Heritage Festival – Kick-Off Celebration.; Jan.11, 202 – Met with Pat Mahoney to discuss costs, logistics, and processes to move the station to Solar Power. The cost is \$300k.
    - Meeting with Florida Public Broadcasting and State Senate Representatives is coming up this month.
    - In addition to these meetings, continued to meet with former employees, volunteers, and board members in one on one sessions.
    - Donna The Buffalo had a deficit of \$6k, Single Payer also had a deficit
    - Creating a new form for staff with a lot of questions so that he can fully understand why we are doing an event.
    - Would like to add a line to Programmers Agreement. Should state that shows must adhere to Mission Statement as defined by BOD.
    - FCC attorney will set up a webinar for staff and all points of law will be assigned to individual staff members.
  - Operations, IT & Engineering
    - ON AIR STUDIOS:

- New audio boards installed (awaiting final programming of studio control buttons). New cork flooring has been completed. New single caster wheels on all studio chairs will extend the life of our floors. (Donated by Volunteer) New energy-saving LED bulbs are replacing our old fluorescent bulbs (still a need to remove old ballast from light fixtures). Donated Sierra Club.
    - TRAINING CLASSES:
    - The first 2 classes scheduled for public affairs board-ops starts the week of January 20. Open classes for programmers will begin after the programming of the boards is completed.
    - BUILDING MAINTENANCE:
    - Generator at both sites has been serviced, repairs were recently made on the generator here at 1210 MLK. Chiller is being maintained but requires a condenser fan motor replacement. (\$2,268.00) PICO Grant is coming in in June 2020. We are looking for plan B to fix the chiller before June. The UPS has been serviced, and no issue found. Fire extinguishers are scheduled to be serviced next week.
  - Programming
    - FUND DRIVE:
    - Currently setting goals for all the shows. The idea for goals is NOT a quota system, but the goals offer a way to measure if the drive is on track to the overall goal, while clarifying to programmers and listeners that every show needs to do its part. Goals also can create drama, which makes the drive entertaining and sometimes encourage listeners to pledge. Randy is also working on assigning pitch partners, which involves figuring out who can work best together, who has skills to balance a weakness, what combinations of people are going to be entertaining and able to make the hard ask.
    - THE DECEMBER RATINGS:
    - In the past four months, our share has gone from .4 to .6 to .8 to .7. It was another good month for midday public affairs. Bluegrass continues to show up as the biggest audience. This seemed like an outlier when it first showed up, but as the pattern continues, we are starting to wonder if it can be true.
  - News & Public Affairs
    - The last month we've continued to produce many original news stories and interviews. Rob spoke at the memorial for our late Sunday Forum host, Otis Anthony. This event took place on December 8th at Blake HS. DT was able to download some audio from Otis' show- which was used during the eulogy. About 300 people attended.
    - WMNF sponsored an event called "The Business Case for Medicare for All." Attendance was small- only about 50 people. (The late scheduling of

the event and the holidays held down our ability to attract a larger crowd.) Still, the event was attended by students, union activists, small business people, and some African Americans. So, it was a diverse group.

- HD3 is almost back to normal. We're down to only about three problems per week (when it comes to programs airing without technical issues and at the right time.)
- The on-going installation of the new boards has made our on-air sound a bit more problematic. When the boards are fully commissioned, it will reduce the on-air interruptions.
- Development
  - END OF THE YEAR CAMPAIGN:
    - The goal was \$50,000. Giving Tuesday raised \$ 6,522.76 End of the Year total was: \$56,796.90
  - UNDERWRITING:
    - Laura has a follow-up meeting the week of January 13th with the Law Firm of Shumaker, Loop, and Kendrick for a possible underwriting contract. Following up with the Dunedin Fine Arts Center. Plan to pursue Morgan & Morgan.
  - MEMBERSHIP:
    - The Development Department is setting up interviews this week to fill the Membership Coordinator position.
  - ALLEGIANCE:
    - The Development Department and Robert Fitzpatrick have been continuing to work with Allegiance. It is about 75% functional. The biggest issue we have right now is aligning Circle of Friends records from Raiser's Edge to match the fields in Allegiance. Because of this delay and a few other key pieces, Development decided along with other staff and Fitzpatrick to continue to take pledges through marathon manager. Instead of importing records from marathon manager into Raiser's Edge, we are figuring out reports to import those pledges into Allegiance.
    - There will be no other operational nor procedural changes during the February Drive, the 4th-11th.
    - Revenues down \$10k COF, \$22k donations, \$6k underwriting

- 07/30/20 Friendship Day – asking for new COF members. Still doesn't think we give back enough to COF members.
    - Event ticket prices might be too low. What is the criteria?
  - Development Plan
    - Laura and Rick are refining the plan put together by her and Stuart Mellish.
  - OTHER EVENTS:
    - Tour De Clay netted \$2,800. The 2nd Annual WMNF Pub Crawl is Saturday, May 16th.
  - VOLUNTEER
    - 8 people are registered to walk the MLK route, plus Pamela & Katarina will both attend with Candy Lowe driving a vehicle. Rick will also be participating. 10 people have registered for the Volunteer Orientation on 1/15 at 7pm. Feb. 1, 2020, WMNF will attend the City of Tampa's Resource Fair at Jefferson High School from 10am - 2pm.
  - Diversity & Inclusion: doesn't see how we as a station serve the community. Created a calendar to assign a priority for each month in terms of partnering with local non-profits. Equality, disability, environment, etc. We need to feature non-profits on air. Newsletter will be quarterly. Monthly, we will send out an email notifying listener about upcoming cause and non-profit promotion.
  - Planning an All Station meeting where he will present the vision. May be before May.
  - CPB lunch meeting is on Friday 01/17/20. In the future, may ask CPB members for feedback on some of the shows.
  - Rick will try to define WMNF branding in the future
- President's Report Will Greaves 8:17
  - Youth Committee – has been established but it's not in bylaws.
- Youth Committee Report Justin Garcia 8:21
  - Purpose: To increase youth involvement in all aspects of WMNF, from outreach to programming. To advocate for the voices, ideas and intentions of younger volunteers, listeners and donors of the station. To produce and act upon a vision and framework for WMNF to welcome, prioritize and develop a new generation radio activists.
  - Letty believes that is should not be a board committee because it involves programming. Sandy – how do you include recommendations from this

committee if they are not an official committee. Letty – remove programming aspect. Jack – special committee to help define the vision for Youth Committee. Nancy – we have been trying to do this for 12 years. We should find the way to do it.

- President's Report Will Greaves 8:17
  - Director Level personnel actions – should the board be notified. Sandy – already voted in April – no. Jack – let's punt until we understand the org restructure
- Finance Committee Report Bob Ingham 8:35
  - \$85k behind on revenue, \$65k in favor on expense side
  - Membership \$50k down, including COF and regular. Special events down. Underwriting down \$9k. Asked staff for projections to be presented next month.
  - Audit is next month; all are welcome to attend.
  - Per auditors: We need cyber protection insurance policy
  - \$1m in cash. Need to make sure we are investing correctly
  - VuHaus invoice needs to be paid and
    - Motion – Pay the entire invoice in the amount of \$2,500. Sandy motions, Renz seconds, all in favor.
  - Cindy will send an email to Directors asking for 990 approval
- Volunteer Committee Report Katarina Lauver 8:40
  - Dr. MLK, JR. Day Parade – please sign up to march with WMNF Volunteers.
  - Recent volunteer concerns that staff has been notified of: lack of training for new boards, NPR playlist issues, social media policy. Playlist is now fixed and this has been communicated to volunteers. GM communicated current social media policy to volunteers.
- Long Range Planning Committee Report Nancy Cox-Johnson 8:45
  - Had a meeting on Tuesday 1/07/20
    - Reviewed prior LRPs
    - In 5 or 10 years will WMNF be a radio first organization?
    - Should come up with a 3-year plan and discuss at Board Retreat
    - Sandy – keep in mind the budget cycle
    - Rick - BOD and Staff retreat should be March 28<sup>th</sup>
      - Nancy will contact Jerry Keen to set up the retreat at his church, and ask him to facilitate
      - What are we and 10 years, and what is our revenue stream
    - Renz – UT MBA program will analyze local companies. We can apply and get a recommendation. Would start in January, results provided in June
- President's Report Will Greaves 9:00
  - Homegrown Heroes – may not be possible this year. It's very complicated and time consuming. Will put forth motion to do Homegrown Heroes in 2020. The Ayes have it. Date and Chair TBD.
- Technology Committee Report Jack Timmel 9:10
  - 02/11/20 is the first meeting at 7 pm, all BOD members invited to bring ideas

- Advocate for engineering to BOD for budgeting
  - Help develop procedures
  - Technology ideas catchall
- Development Committee Report                      Will Greaves                      9:13
  - Will – we need someone to chair the committee
- Diversity Committee Report                      Pamela Robinson                      9:20
  - Need to change the name to Diversity & Inclusion Committee
  - Letty - need to amend policies first then change the name
  - Will – the word “inclusion” is in the purpose statement of the committee, do we need it in the name as well? Dyllan – it will be good for people who are looking up WMNF committees to see the word “inclusion” in the name
  - Jennifer is the new Vice-Chair, Justin is Secretary
  - MLK Parade meeting is tomorrow 01/14. After the meeting, Pam will email all stakeholders about when and where we are meeting for the parade
  - WMNF will have an outreach table in the vicinity of the Parade.
- Youth Committee                                      Justin Garcia                                      9:25
  - Great turnout from the community for the initial Gen Z & Millennial Discussion, as well as the subsequent meeting.
  - Identified Goals for 2020:
    - Sticking to the mission and activism
    - Youth based events and outreach
    - Get more youth involved in programming
    - Next meeting 1/25 or 1/26
- \*Executive Session                                      Will Greaves                                      9:30
  - Katarina motions, Jennifer seconds
  - Personnel reasons
- PALS:    Sandy Wismer                                      10:40
  - Participation: 6, 7, 6, 7, 7, 7, 7, 6, 8, 8, 7, 5, 8, 7, 9, 7,
  - Accomplishments: 7, 5, 6, 7, 8, 7, 7, 7, 6, 4, 7, 6, 6, 6, 7, 6
  - Listening: 7, 7, 9, 7, 9, 6, 8, 8, 8, 8, 9, 8, 7, 6, 7, 8
  - Scheduling; 7, 6, 8, 4, 5, 6, 2, 3, 4, 5, 5, 5, 5, 6, 5, 4
- Next Meeting    Will Greaves                                      10:45
  - 02/17/20 at 7:15 pm
- Adjournment    Will Greaves                                      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: \_\_\_\_\_