

The Nathan B. Stubblefield Foundation, Inc.
Board Meeting Minutes
Date: 02/17/2020



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

T – Participated by Telephone

Agenda Item	Lead	Time
• Call to Order	Will Greaves	7:20
• Roll Call / Proxies	Katarina Lauver	7:16
• Agenda review	Will Greaves	7:17
• Acceptance of items on Consent Agenda	Will Greaves	7:18
o Committee Updates:		
▪ No meeting held:	Bylaws, Personnel	
• Attendance Review	Katarina Lauver	7:19
o All in good standing		
• Visitor's Comments	Will Greaves	7:21
o Art Hebert – Cannot overemphasize the harm that the hosts of 3 rd Opinion are causing. Hosts are calling people who are against Palestinian occupation anti-Semites. Clay Colson – gave the BOD a handout regarding what is happening in Palestine. Believes 3 rd Opinion violates WMNF Mission Statement. How did this show get on the air? Did Jonathan Ellis negotiate with Rob Lorei? Are corporations paying for airtime? Loves WMNF, but this program does not deal in truth. Alvaro Montealegre – the show 3 rd Opinion is in contradiction to WMNF		

mission statement. It openly supports Israeli aggression against Palestinians. Sandy Tarrant – overall tone of 3rd Opinion is sarcastic and condescending to callers who do not agree with the hosts. They demonize Palestinian people and supporters who defend Palestine’s right to exist. Dan Callaghan – called an anti-Semite by hosts of 3rd Opinion. WMNF is complicit in all harm that is being done to the Palestinian people because it allows AIPAC sponsored show on airwaves. In violation of mission statement. The show is trying to convey that criticizing Israel is the same as shooting up a synagogue. Matt Levine – listener and supporter for 20 years. Always has been a fan of PA programming. The hosts call Mandela and Desmond Tutu anti-Semites, but in reality, these two are human rights champions. Stated one of the hosts Lauren Jaffee is putting out AIPAC propaganda. Thinks that 3rd Opinion is in violation of the mission statement. As long as the show stays on air, WMNF is complicit in Israel’s violence against Palestinians. Julie Scheid – thanks BOD members who came to help at the drive. Do any BOD members want to volunteer at GMF? Will, Bob, possibly Sandy volunteer.

- Review/Approve Last Month's Minutes Katarina Lauver 7:46
 - Minutes approved in Basecamp.

- Diversity Committee Report Pamela Robinson 7:47
 - MLK parade was great. Handed out carnations. Rick was there as well. From now on, we will partner with a community organization.
 - WMNF community calendar has been divvied up between three teams to come up with final dates and events in the community.
 - Working on an event with Candy Lowe called Soul Stroll where we would be supporting minority owned businesses.

- Community Advisory Board Nancy Cox-Johnson 7:56
 - Minutes from the last meeting are in Manager’s Report
 - Seven attendees. Rick did a good job of explaining how we want to be involved with the community.

- Nominating Committee Report Katarina Lauver 8:00
 - We have one seat open and five candidates. Interviews commence:
 - Riyza Jose-Morales
 - Ryan Grannan
 - Charlie Piatt
 - Jesse Haskins
 - David Downing
 - David Downing elected; we will encourage the rest of the applicants to join Board Committees

- General Manager Report Rick Fernandes 9:20
 - Renewal for license 0000083295 was granted on 1/15/2020 and expires on 02/01/2028.
 - On January 17th, held first Community Advisory Committee meeting of 2020. This is a CPB requirement and we are in compliance.
 - Rick attended:
 - Jan. 20 –Attended TOBA’s MLK Breakfast Prayer Event.
 - Jan. 20 –Walked with WMNF’s volunteers at Tampa MLK parade.
 - Jan. 21 – Met Pat Kemp, County Commissioner, to discuss possible Solar Grant for WMNF. We will need to put some money in.
 - Jan. 22– In Tallahassee to meet with Florida Public Media association. Jan. 28- Met with Margaret Krauss, reporter – WESA Pittsburgh. “Still Working” Series
 - Jan. 29– Met with Robin Nigh – Manager Arts & Cultural Affairs – Mayors Office.
 - Feb. 2 – Met Cecelia Mitchell, Executive Director / Founder Hands of Hope - Sickle Cell Awareness Foundation, Inc. Feb. 12- Bank of Tampa (WMNF Bank).
 - Feb. 12 – Sterns Weaver (WMNF Attorneys).
 - Feb. 13 – Mike Sauter, WYEP Station Manager. Comm station in Pittsburgh. Weekly newsletter was the biggest call to action success. Ratings can be affected by compressed files – mp3, YouTube may not register.
 - For additional details see GM report, attached.

- President’s Report Will Greaves 10:15
 - 403b – Executive Committee had a discussion via email regarding 403b match. Decided that 3% match for eligible employees is appropriate.
 - Renz - Motion to approve 3% match for employees who contributed to 403b plan during FY 2019. Katarina – second; All in agreement. Motion approved.
 - Membership Coordinator – new staff member Ian DeBerry needs access to use WMNF credit card for approved transactions. Bob makes motion to give Ian approval to have access to the credit card with a \$2,000 limit. Sandy – seconds; All in agreement. Motion approved.

- Finance Committee Report Bob Ingham 10:20
 - Annual Audit was presented on Monday 02/17/20. Clean audit, no internal control issues identified. Thank you, Cindy!
 - Actual revenues are about \$68k short of budgeted for the first four months of the year while expenses are under budgeted by approximately \$92k, leaving an approximate \$24k favorable net. Virtually all of the expense variances are due to timing and expected to reverse by yearend (except for Compensation)

- Expected shortfall in this revenue line is expected to increase substantially based on the final results of the Drive.
 - COF Contributions continue to bounce around month to month. We need to understand this better. Some of this may be due to issues with the new software.
 - We expect some recovery on the Special Events but hitting the Annual budget may be a stretch. Underwriting continues to struggle.
 - We have an unrealized gain on Investments of about \$24k
 - Contract labor costs for engineering services that total about \$26K YTD and \$8k for the month of January
 - We are probably short on the revenue line by close to \$100k after the Winter Fund drive. The costs savings on the compensation line are real and will offset to some extent.
 - We really need to get a handle on what is going on with the COF. Contributions are fluctuating from month to month. Not sure what is causing it.
 - Projected revenues will be off \$100k, contributions are down, will be offset by funds in the Personnel line items
 - Special Events is off by \$26k, underwriting by \$12k
- Long Range Planning Committee Report Nancy Cox-Johnson 9:59
 - Retreat: March 28th in Tierra Verde Community Center – Ingrid Battenburg will be the facilitator.
 - Renz is taking charge of the revenue and narrative portion of the LRP. Will have a structure in place for Retreat.
 - UT MBA students will be doing a Strategic Analysis of WMNF.
- Technology Committee Report Jack Timmel 10:35
 - First meeting of 2020 was last week. Staff gave updates on current state of the station and technology needs. Moving forward with next step on security and training. Technology committee will be interfacing with LRP committee.
- *Executive Session Will Greaves 10:40
 - Proprietary/privileged info
 - Katarina motions, Jennifer seconds, all in favor
- PALS Sandy Wismer 11:10
 - Participation 7 8 7 8 8 8 8 7 7 8 9 7 8 7 8 7
 - Accomplishments 7 7 7 7 7 7 7 8 9 6 7 8 8 8
 - Listening 7 8 8 7 7 8 7 6 7 6 7 7 8 7 7 8
 - Scheduling 7 8 6 6 6 5 7 6 4 6 6 8 5 7 6 6
- Next Meeting Will Greaves 11:14
 - March 16th
- Adjournment Will Greaves 11:14
 - Bob motions, Jennifer seconds

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

February 2020

Prepared by: Rick Fernandes, General Manager

GENERAL MANAGER

Happy to report that our renewal for license 0000083295 was granted on 1/15/2020 and expires on 02/01/2028.

On January 17th, we held our first Community Advisory Committee meeting, a CPB requirement. The minutes of that meeting are at the end of this report.

Here are some of the meetings and events Rick has had attended:

- Jan. 20 –Attended TOBA’s MLK Breakfast Prayer Event.
- Jan. 20 –Walked with WMNF’s volunteers at Tampa MLK parade.
- Jan. 21 – Met Pat Kemp, County Commissioner, to discuss possible Solar Grant for WMNF.
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OPERATIONS, IT, & ENGINEERING

CURRENT PROJECTS IN PROGRESS:

- Wheatstone audio board studio switching configuration (99% complete).
- Training for volunteers on new Wheatstone boards began today.
- Developing user training documents for studio reference guides and training classes.
- Testing remote equipment.
- Installation of new digital Importer (98% complete)

RESEARCHING:

- On-Air Streaming options.
- Hybrid Phone systems for Studios (VOIP and POTS).
- Upgrading Security Systems.
- Meta-pub Hurricane Emergency Alert Webinar.

BUILDING MAINTENANCE:

- Scheduling Tree trimming and removal of a dead palm tree (done).
- Collecting bids for roof repairs.
- Scheduling Generator maintenance.
- Scheduling UPS maintenance.
- Looking into replacing the A/C controller with a new complete budgeted A/C system (part of PECO Grant, not capital budget).

RANSOMWARE RECOVERY:

- All workstation computers are upgraded to Windows 10. We added memory and SSD drives as needed to get upgraded. Some older XP machines were shut down and retired as they were not upgradable.
- Audio Vault computers rebuilt and re-introduced to the studios.
- The network storage servers were rebuilt, and data recovered through Dec 2017 from an old backup we were lucky enough to find on a USB drive. All station archives were recovered due to us having the last two years on the webserver in Atlanta to make the difference.



OPERATIONS, IT, & ENGINEERING (Continued)

THE NEW SECURITY IMPLEMENTED IN LIGHT OF THE ATTACK ARE:

- Instead of standard backup of data from one server to another, we now use replication with snapshots for going back in time. The primary storage, where all user data is written, is replicated to a second on-site server. That server replicates to the server at the transmitter.
- One major issue of the attack was the fact that all the storage servers were accessible from the network and the same passwords used. The attackers were able to access and delete backups to inhibit our ability to restore. Replicated data is now read-only, and all file services have been shut down on the two replicated sets.
- Users only have access to the primary storage server. Only admins have accounts on the replicated servers with two-factor authentication required. Meaning Robert Fitzpatrick will have to have his phone with a code from Google Authenticator to access. So, even if the credentials are compromised as during the attack, backup servers are still not accessible without code.
- All critical systems have unique passwords, including each storage server. WMNF now uses the Bitwarden password manager to share among authorized admins.
- Set up a new network share for performing virus scans on files as they are imported into the Audio Vault system.
- Auditing. A real issue we had was some backups not being performed. Robert has set up an IT mailbox where all backup jobs, virus scan results and other system reports generated from the servers or workstations are received. He has set up rules to identify successful backups and messages not of concern to file into another folder leaving me with mostly things that need to be reviewed. Robert checks every day and assures all backups and maintenance are happening. The mailbox is shared between Robert, DT, and Max, anyone in the IT security group of the domain, and let them know about its existence.

THINGS LEFT TO COMPLETE:

- Develop policies and implement them. This is something Robert is bringing to the Technology Committee and through discussions with the General Manager and DT.
- Consider cloud storage for yet another level of protection.



OPERATIONS, IT, & ENGINEERING (Continued)

- Local Area Network separation. When the network was created, separate subnets were used to provide a barrier between broadcasting and admin or operation systems. One of the engineers handling IT since had joined the two again in order to make it easier to get files from staff to the audio system at the time. The entry point of the attack was determined to be the Audio Vault system, and it then made the easy jump to the rest of the station after compromising admin credentials and on the same subnet. With network separation, the other areas of the network will be inaccessible to broadcast equipment and streaming and vice versa. Doing this takes careful thought to minimize network disruption. Robert has been developing a plan and purchased some necessary equipment to accomplish. All is in place now and ready. Robert is waiting until the board project was 100% complete to ensure it did not cause any complications for that project. We are were also waiting for the end of the fund drive to give ourselves maximum time to address any issues, as not to disrupt an all-important fund drive.
- Documentation and Contingency Plans. Currently developing. With a proper contingency plan, we can act much faster to restore services after such an attack. Attacks are not 100% preventable, preparation for if and when they happen is key.

MISC. PROJECTS:

- Finish inventory records and tracking.
- Consolidation of scripts that handle show creation to eliminate the need for so many changes when a new show is added or removed.
- Website and app development.
- Continue redundancy efforts.
- Help complete the Allegiance setup.
- Security awareness training.
- Reviewing the possibility of Alexa skills development.
- NPR Studio setup.
- Show specific mailing lists.



PROGRAMMING

FUND DRIVE:

- Pitch Party was the best attended for WMNF, over 30 programmers.
- During the Membership Drive, the pitching was spirited and positive; and the pitch partners worked well together. Randy tried this drive to come up with more varied approaches to challenges, and on few shows, the different strategies (targeting new members and COF's) worked well.
- The "follow-up" drive is doing better than any previous "follow-up" (May add \$19K).

RATINGS:

- Terrestrial: The past two months our share has held at .8
- Stream: .1
- Effectively: .9. (For a station with our format, these are good numbers.)

The Dayparts are:

6-10am	.6
10am-3pm	.8
3pm -7pm	.7
7-12pm	.6
Sat-Sun	1.0 (Saturday is the biggest day of the week.)

There were some probable outlier aspects of the latest numbers:

- A big number of age 35-44 demographic.
- weekday 2pm as a big hour.
- A solid block Sunday 2-8pm.
(We will keep an eye to see if the above trends continue.)
- Bluegrass remains as the top show according to these reports.

ON-LINE MUSIC:

- We have added Spotify as a programming resource - as a quick way to find requests and for research
- We will be putting out WMNF Spotify playlists as a different platform to reach listeners through our website and social media platforms.

SPECIAL EVENTS

- It has been a dismal four months for Special Events and Randy is brainstorming and researching some possible money-making events for later in the year. The Mavericks show we hoped to solve our budget woes will not happen. They are playing Clearwater Jazz Holiday in the fall.



NEWS & PUBLIC AFFAIRS

- Preparations for the Winter fund drive have dominated the last four weeks. While we had many thank-you gifts for the drive (consisting mostly of speeches on CD, video documentaries, past health shows, a restaurant certificate, books and emergency radios- none of them were huge hits during the drive.
- News and public affairs did not reach the goals during most days. Their goals were in the \$2000-\$2500/per hour range. They ended up raising in the vicinity of \$1700-\$2000 per hour during the five weekdays.
- Locally focused programs had a hard time raising money.
- There were some high spots.
 - Talking Animals (with the help of Duncan's condo and friends around the country) hit the goal.
 - Third Opinion hits its goal.
 - Democracy Now raised over \$2000 per program during most of the marathon.
- Rob and Sean also pitched on HD3 during the drive and received some donations.
- Rob has begun the search for quality premiums/thank you gifts for our next drive. We will probably have some success with our emergency hand crank radios during the Summer marathon, which begins right at the start of hurricane season. The hand crank radios this time do not have a solar cell. They would be even more popular if they had a solar cell.
- Rob is also planning to hold an audience-building workshop for our public affairs hosts sometime in the next three weeks. We need to build a bigger audience than we currently have for the public affairs programs.
- The online audience for HD3 continues to grow. A lot of listeners use HD3 as a refuge during our fund drives. Since we emerged from the drive, our early afternoons on HD3 are seeing an average of 60-80 listeners online, up from an average of 40-60 a year ago. In some cases, the latest numbers are one third the number of people listening to our on-air signal.



DEVELOPMENT

WINTER MEMBERSHIP DRIVE:

- The internal budgeted goal was \$257,000 and a public goal \$250,000. As of Friday, at 5pm, we are at \$227,395.53.

UNDERWRITING:

- Laura is to draft a proposal for the Law Firm of Shumaker, Loop and Kendrick for a possible underwriting contract.
- Due to the pledge drive, she has not yet contacted the Dunedin Fine Arts Center nor Morgan & Morgan. After the drive is wrapped up, she also plans to contact the Law Firm of Fran Haasch.

ALLEGIANCE:

- Laura, Rick, and Cindy negotiated a reduction in Allegiance user fees due to the trouble we have had with the conversion. Allegiance agreed to the following: One quarter of free users for 3 seats (Allegiance logins) = \$1,791 credited back to WMNF.
- Development continues to wrap up outstanding credit card and Circle of Friends ACH data issues. We have a goal of sorting out the credit card issues (not receiving payments due to errors such as expired cards, etc.) by confirming information on 30 records. When we confirm that data, we will send the file to Allegiance to be imported into the system. Our aspirational deadline is February 28th.
- As far as ACH (electronic funds transfers out of banks), we are asking Robert Fitzpatrick to get the file he has been working on to Allegiance by February 21st so they can import and confirm that. If all goes well, we can process the March batch through Allegiance.
- Volunteer portal training date: Laura and Ian asked to be put on their training calendar for this piece as soon as their schedule permits.

DEVELOPMENT PLAN:

- Laura and Rick have refined the plan put together by her and Stuart Mellish. They are presenting it to the Development Committee Tuesday, February 18th for final tweaks.

UPCOMING EVENT:

- Feb 29, 15th Annual Rockabilly Ruckus at Skippers (Board Members and a Guest receive a complementary pass)



HUMAN RESOURCES

- New Hire: Ian DeBarry started February 4th as the new Membership Coordinator.
- Ira Hankin has been contracted temporarily for 20 hours a week until the end of February to help Development with collections.

VOLUNTEER

WINTER MEMBERSHIP DRIVE:

- Tuesday – 2/4 – 52 posted shifts and 64 sign-ins (*8 open or cancelled shifts*)
- Wednesday – 2/5 – 59 posted shifts and 60 sign-ins (*17 open or cancelled shifts*)
- Thursday – 2/6 - 55 posted shifts and 48 sign-ins (*19 open or cancelled shifts*)
- Friday – 2/7 - 60 posted shifts and 55 sign-ins (*20 open or cancelled shifts*)
- Saturday – 2/8 - 53 posted shifts and 40 sign-ins (*20 open or cancelled shifts*)
- Sunday – 2/9 - 46 posted shifts and 49 sign-ins (*18 open or cancelled shifts*)
- Monday – 2/10 - 61 posted shifts and 64 sign-ins (*13 open or cancelled shifts*)
- Tuesday – 2/11 (Short day) - 16 posted shifts and 20 sign-ins (*3 open or cancelled shifts*)

As you can tell by the numbers above, we were short handed many times during the drive. I do not believe this data was asked for in previous drives. So, this may be the norm, but we now have a baseline.