

The Nathan B. Stubblefield Foundation, Inc.
Board Meeting Minutes
Date: 03/23/2020



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

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
○ Committee Updates:		
▪ No meeting held:	Bylaws, Personnel	
• Attendance Review	Katarina Lauver	7:19
○ All in good standing		
• Minutes Approved	Katarina Lauver	7:34
• Volunteer Committee Report	Katarina Lauver	7:35
○ Working with volunteer David Reñon on a design for posters to be used for outreach at events. Mission statement and programming schedule will be featured. Posters will be laminated for preservation as well as ease of marking of relevant programs. Also working with David on four designs for coasters featuring WMNF logos and native FL animals.		
○ Volunteer Appreciation Party has been postponed.		

- Bake Sale at Record Sale has been postponed. Let us know if you want to volunteer to bake cookies, etc. once the sale is rescheduled.
- Katarina Lauver has resigned from the Volunteer Committee/BOD effective today 03/23/20. VC will elect new chair at the meeting in April.
- NBSF BOD will need to elect new Secretary at the next meeting.
- Technology Committee Report Jack Timmel 7:40
 - Met two weeks ago with DT and Robert and came up with long term technology plan.
- Personnel Committee Report Sandy Wismer 7:42
 - According to policies and procedures supposed to start GM eval in April. Emails were exchanged about the evaluation process.
- Diversity Committee Report Pamela Robinson 7:44
 - Finished calendar with community non-profit organizations, holidays, and WMNF events. GM is reviewing. Nancy – will it be on basecamp? Pam – soon, after it's reviewed and approved.
- Long Range Planning Report Nancy Cox-Johnson 7:46
 - Retreat: 04/18 tentative; Facilitator wants to keep momentum going. Please answer the questions that were previously sent.
 - UT Student Study: Starting to dig deeper into the org model. No feedback yet.
- General Manager Report Rick Fernandes 7:51
 - Week of 03/16 – call with FCC attorney – we need to be careful regarding partisan issues. We are a non-partisan organization.
 - FL Public Media Meeting: shortfall in underwriting; lots of companies do not want to be perceived as partisan.
 - Development Plan: more details, the work behind it is continuing
 - March meeting with Tampa Airport Authority – liked the concept of WMNF studio on site. David volunteered to be included in conversation because he knows the TPA folks
 - Boards have been certified; training completed
 - Fund Drive: follow-up after the drive was strong
 - Ratings: streaming has gone up, next month we will have exact numbers
 - Possible programming changes: Euro Radio and the 60s Show
 - Staff evaluations are underway, but have been delayed due to Covid
 - Some Covid on-line training has been completed
 - GM recorded a PSA about Covid – thanking supporters
 - Rob, Laura and Randy will be recording PSA as well
 - Some changes have been made to the website's front page to provide covid resources to the community
 - Waiting on feedback from attorney regarding volunteers coming in to do shows if shelter in place is ordered.
 - GM has devised a schedule of staff to come in if volunteers cannot.
 - We are practicing social distancing

- Streaming is through the roof – shows that people are listening to WMNF in time of need
- Brought in two new part-time employees to handle Instagram and Facebook
- PBS is lobbying for public radio and television to have access to some of the covid bailout money
- Posted the position for Reporter. Rob will send an email to donors regarding the reporter hire – we are here for you.
- Bob – have you given consideration to not be on air 24/7 if lockdown order is issued? GM – no, we have a plan in place.
- President's Report Will Greaves 8:12
 - Board Pres made a decision to allow GM to return to the office after traveling via plane to visit his family.
 - Social Media Policy: Sandy has minor revisions that he will send to Pres. Nancy motions to pass the policy with Sandy's minor changes. No nays. Motion passes.
 - BOD member of the year: Katarina Lauver
 - Qazi endowment language – waiting on revised language from Development Committee regarding handling of unrestricted gift. Pres. will forward the language to GM. Justin came up with it while serving on Development Committee.
 - Next NBSF BOD meeting will be held via Zoom. Jack will send instructions to the directors.
 - Executive Committee and Personnel Committee: our role is to evaluate the GM beginning in April of each year. We are in the process of finding a better way to evaluate. The Survey audience was way too broad.
 - Nancy: what's happening with Third Opinion? GM - we continue to work with hosts. They have sources to back up their claims that are not in accordance with our mission statement. They are walking a fine line and are open to feedback. They have two warnings and are now being very careful. Our Programmers Agreement is not specific enough, we do not have accredited/acceptable sources outlined in the agreement.
- Finance Committee Report Bob Ingham 8:37
 - Operating results through the end of \$180k revenues over expenses; Shortfall in revenue is \$80k, very concerned regarding revenue even prior to covid. Shortfalls is COF, and fund drive. Special events are under budget. Expense variance are only in timing. Positive variance is only in staff compensation because we didn't fill all open positions. We can reduce expenses in marketing and staff development. Net loss of \$150k for the year, vs. budgeted \$25k. Projected Special Events revenue for the year was \$65k. Decided against liquidating the investments to improve cash flow. Could apply for a line of credit, or an SBA loan. Lots of work going on rebuilding Allegiance. We are trying to find out how many members we have. GM has set deadlines to achieve 100% Allegiance accuracy.
- (PALS: Participation, Accomplishments,

- Listening and Scheduling) Sandy Wismer 8:52
 - o Participation 8 8 7 10 8 9 7 8 7 7 8 7 7 8 8 9 10
 - o Accomplishments 8 8 8 8 7 8 7 8 8 8 8 7 7 8 10 10 9
 - o Listening 9 10 9 9 10 10 10 9 10 9 9 8 9 10 10 8
 - o Scheduling 10 10 10 10 10 9 9 10 10 9 9 9 10 10 10 10 10
- Next Meeting Will Greaves 9:00
 - o 04/20/20
- Adjournment Will Greaves 9:00

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
 Katarina Lauver, Secretary

Approved by the Board on: _____



MANAGEMENT REPORT

March 2020

Prepared by: Rick Fernandes, General Manager

GENERAL MANAGER

We have begun a full review and accounting on our donor base. The project will clean up leftover database issues and give us an accurate accounting of our current membership and Circle of Friends. I believe many of the current numbers have been based on inaccurate old data. This project will also include a call to all lapse donors from the previous year, with the goal of reactivating at a minimum of 10%. The schedule is attached at the end of this report.

On February 18, we had a call with our FCC attorney to discuss deadlines and other issues pertaining to us being non-partisan. Attached to this report is a schedule of our compliance deadlines. There was an additional item that Will Greaves will discuss with the Board concerning background checks.

March 9, WMNF key members of staff gathered to devise WMNF's plan to deal with the implications of the Coronavirus. An email was sent out station-wide on March 11 with details.

At my monthly Florida Public Media meeting, we were told that there had been a significant drop in underwriting due to two factors:

1. There has been a shift to digital over traditional on-air announcements.
2. Companies do not want to be perceived as being partisan. Though Public Media (WMNF) is not, they don't want to deal with the perception of picking sides.

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

- February 18 – West Tampa Chamber of Commerce Luncheon
- February 19 – Florida Public Media meeting in Orlando.
- February 21– Attended the Equality Florida Gala as a guest of Board Member Jennifer Meksraitis.
- February 25– Met with Protesters from January Board Meeting in Lutz, Fl.
- March 9- Met with Tampa Airport Authority with Randy Wynne
- March 11- Met with Rob, Laureen, and Mark of The Third Opinion.
- March 12- Met with Ron Spoor of Habitat for Humanity and CAB member,



OPERATIONS, IT, & ENGINEERING

CURRENT PROJECTS IN PROGRESS:

- Wheatstone audio board studio certification completed
- Completed 10 Training classes on new Wheatstone boards

BUILDING MAINTENANCE:

- Generator maintenance completed
- HVAC Repairs completed
- UPS maintenance completed

MISC. PROJECTS:

- Prepared the Selling old equipment
- Attained Station emergency (Coivd19) supplies
- I.T. preparing laptops for external use if Facility is locked down due to Coronavirus

PROGRAMING

FUND DRIVE:

Even though we came up short of the goal by \$46,000, the follow-up soft pitching has been very effective. Some previous drives have maxed out about \$25,000 with our follow-up pitch.

THE FEBRUARY RATINGS:

The most interesting development of the February ratings is that it showed very significant stream listening. We inquired and found out that the "stream" measure includes web stream, app, and any place people are listening to besides 88.5. We also learned that we could set up the rating measure so streams and radio are combined Total Live Reporting. We will start getting these combined results in the April survey. March numbers are expected next week.

RATINGS:

- Terrestrial: .7
- Stream: .3
- Effectively: 1.0



RATINGS:

<u>The Dayparts are:</u>	<u>Terrestrial:</u>	<u>Stream:</u>	<u>Effectively:</u>
6-10am	.6	.2	.8
10am-3pm	.7	.3	1.0
3pm -7pm	.6	.4	1.0
7-12pm	.6	.6	1.2
Sat-Sun	1.0	.1	1.1

You can see a significant amount of our listening is now streams.

Here are some of the other rating results:

*For the second month in a row, we have a small bump in the 35-44 demographic. 13% of our audience.

- For the Monday-Friday, the top Hour is **11 am** with 2500 AQH followed by **9 am, 12 noon** and **3 pm** with **2000 AQH**. Sometimes these numbers tell us what we already know, that the audience **dips sharply at 10 am and 1 pm**, where we have inconsistent programs in our striving for diversity.
- **Saturday Bluegrass** remains the top show on the station with 5000 AQH (especially surprising as this is not radio prime time). **The Sixties Show** reaches 4000 and **The 70s Show** 3000 and **Radio Reverb** 2500.
- On Sunday, the top hour is **Third Opinion**.

HOW AND WHERE DO PEOPLE LISTEN?

- After seeing the ratings with streams prominent, we created a survey to get a benchmark of what listeners tell us about where and how they listen. With 160 answers so far, listeners tell us:
 - They still listen to radios set at 88.5FM the most: home, work, and especially in the car.
 - The app and website are about even as the source of listening, both way less than half as much 88.5
 - The app and website are approximately equal for archive listening.



PROGRAMMER CHANGES

- **Paco**, who started hosting Euro Radio just last year, is going back to Spain. Harrison Nash (30-year programming veteran) is returning to the station to host one hour of blues, R&B, and jazz specials. We had hoped Harrison could be part of the 1 pm strip when we created it last year, but he was not ready.
- **Bob Gray (the Commuter)** has been ably holding The Sixties Show for the last several months. His wife is probably getting a job in Memphis, so Bob will likely be leaving.

We already have a terrific replacement programmer: **Dr. Bob Lochte** has worked in radio for a half-century, hosts an NPR podcast of fifties music and culture called "The Eisenhower Hour," is a highly skilled programmer and announcer. He will start co-hosting with The Commuter so it will be seamless when and if The Commuter leaves.

SPECIAL EVENTS

It has been a rotten year so far for Special Events. Randy and Linda have been scheduling some events that will hopefully make money to turn it around, but the coronavirus scare could disrupt or cancel events for the next several months

NEWS & PUBLIC AFFAIRS

- Five hundred thirty-six people have watched the live video of Sean's MidPoint show on Cuba and superdelegates.
- The morning after the first coronavirus cases in Florida were announced, Sean created a news post on wmnf.org. More than 2,000 people viewed that post on the first day. So far, there have been 2,432 unique views with an average of 3:47 time spent on the page."
- Rob had a successful interview with former GW Bush White House ethics lawyer Richard Painter re: his new book AMERICAN NERO about President Trump. So far, the video version of that interview has more than 600 views on Facebook.



DEVELOPMENT

WINTER MEMBERSHIP DRIVE:

- The internal budgeted goal was \$257,000 and a public goal of \$250,000. As of March 10, \$246,679.10 (Total of 2472 pledges)

MEMBERSHIP:

- The Development Department is working diligently to collect unpaid credit card pledges that were not processed correctly in the transition between Membership Coordinators leaving and when Ian DeBarry was hired.
- We estimate there are about 2,000 pledge cards to enter into Allegiance. This is correcting the conversion errors.
- Allegiance is set up to take pledges.
- Development has temporarily hired Ira Hankin to make collection calls and given extra hours to Shemeica Wilson to enter pledge cards to handle what could not be directly imported manually.

UNDERWRITING:

- Laura sent her underwriting Request for Proposal to the Law Firm of Shumaker, Loop, and Kendrick for a possible underwriting contract. They declined stating that having one of their partners on our Board would be a possible condition of underwriting on WMNF.
- Laura also made an initial inquiry into Morgan & Morgan.
- Laura also followed back up with the Dunedin Fine Arts Center and the Law Firm of Fran Haasch to see if we can restart conversations about underwriting.

ALLEGIANCE:

- 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 from a spreadsheet Allegiance gave us. When we confirm that data, we will send the file back to Allegiance to be imported into the system. We had set a deadline of February 28th, but with the amount of rejected credit cards now being at more than 30, we are still working on collections and updating credit cards. Also, with approximately 1,000 records, each collection can take up to 20 minutes between making phone calls, emailing the donor, leaving a message, and/or getting the donor on the phone to determine whether we can still collect payment. Our new deadline is May 15th.



- ACH (electronic funds transfers out of banks), Robert Fitzpatrick, was to get the file he has been working on to Allegiance by February 21st so they can import and confirm that. Since then, Robert has been working on other priorities. Ian is now handling these few records for confirmation. If we can get this ACH file clean and validated, we will then transfer them to the Paya system, which would encrypt the data to be imported into Allegiance. As there have been some lags in Allegiance's availability to deal with this issue, the updated deadline is April 30th.
- Volunteer portal training date: Laura, Ian, Ira, and Robert took this training. The good news is the page that volunteers will use looks and functions much like the one in marathon manager. However, Robert Fitzpatrick is experiencing delays on how to make sure each show is appropriately coded in the system. This entails Robert entering each WMNF show with its beginning and end time into Allegiance. Training would begin late April or early May, depending on when this last issue is resolved.
- Laura and Rick have refined the plan put together by her and Stuart Mellish. They presented it to the Development Committee Tuesday, February 18th. Laura and Rick have since rewritten it, and it is locked. The plan is attached at the end of this report.

HUMAN RESOURCES

- Annual staff evaluations are underway and will be complete by 4/6/20
- Justin Garcia resigned, his last day was March 3, 2020
- Cindy Reichard participated in two webcasts on the Coronavirus:
 - NPR Coronavirus and COVID-19 Backgrounder
 - SHRM The Coronavirus Legal and Workplace Implications
- We met with Directors and Managers and developed Coronavirus plans (See attached document)
- Been proactive with hand sanitizer, wipes, and cleaning.

VOLUNTEER

- The new Volunteer Orientation on 2/19/2020 had six attendees, and so far, four have already signed up and/or completed shifts. One is now a RadioActive Volunteer, and she recruited her fiancé. Another, Andy T, is a new desk sitter on Wednesday mornings.
- On 3/8/2020, we had 13 station volunteers pouring beer for 4 hours at the GMF. Our cash tips totaled \$437, and we are still waiting on the report from the festival staff, regarding our credit card tip total. They predict it will be 2 – 4 times the cash tips, so hoping to go well over \$1000.



- The Karib-B-Yan Kruze Music Fest is on 4/4 at Skipper's. If you would be able to help distribute postcards for this event, there are banded stacks across from the mailboxes!
- Americana Fest is Saturday, April 11th – Please RSVP soon.
- It's almost time to honor our 2019 Volunteers. Everyone is invited to the Appreciation Party on **Sunday, April 19th, 2020, from 4 pm - 7 pm!!** There is a cost of \$18 to cover food, an adult beverage (or two sodas) & tip for a non-radioactive guest. Please RSVP to Julie soon and kindly pay for guests in advance. The location this year will be the brand **NEW New World Brewery, located at 810 E Skagway Ave, Tampa, 33604**. Please register on SignUpGenius & if you would like to bring a dessert to share, just type it in the comment section. Or register as an attendee, no pot luck dessert.
- **Please provide the 2019 BOD Honoree name by 3/20/2020**
- WMNF plans to host a group of high school students from the Swedish tall ship, the Gunilla, Thursday, 3/26 for a tour of the station, and a guest spot with Rob on RadioActivity from 11 am – 12 noon.

P.S. – All Board Members should be registered Volunteers. If anyone needs help doing that, they can be in touch with Julie at 813-865-8261 or missjulie@wmnf.org -