

The Nathan B. Stubblefield Foundation, Inc.
Board Meeting Minutes
Date: 06/22/20

<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		A
Isha DelValle	T		Emmy Lou Fuchs	T	
Rick Fernandes	T		Matt Cuffaro		A
Letty Valdes	T		Sean Kinane	T	
Pamela Robinson	T		David Downing	T	
Carson Holton	T				

T – Participated by Telephone

<u>Agenda Item</u>	<u>Lead</u>	<u>Time</u>
• Call to Order	Will Greaves	7:25
• Roll Call / Proxies	Dyllan Furness	7:25
○ Guest: Laura Taylor		
• Agenda review	Will Greaves	7:28
• Acceptance of items on Consent Agenda	Will Greaves	7:28
○ Committee Updates:		
▪ No meeting held:	Bylaws, Tech	
• Attendance Review	Will Greaves	7:29
• Review/Approve Last Month's Minutes	Dyllan Furness	7:29
• Development Report	Laura Taylor/Matt Cuffaro	7:31

Laura: June 15 pledge drive was a success. Goal was \$35,000. WMNF raised \$40,685.55 from 250 pledges. Very encouraging. Next drive date is Tuesday, July 14. August pledge drives will be moved to 21 and 22. Still working out logistics of how much Sunday, Wednesday, and Thursday shows will have to raise. As of June 1, Allegiance project is effectively complete. From May 13 to June 12, Ira Hankin collected \$5,554 from incomplete donations and rejected credit cards. Also renewed \$480 from lapsed donor lists.

Development update—Typically holds small events to thank people from Circle of Friends and those who give \$500 or more. Due to Covid-19, we'll instead buy gift cards from community partners and offer on-demand live performance from local or national musicians. Rushing to get the state equipment (PECO) grant submitted by Wednesday at noon. Grant is for securing the parking lot.

Nancy: How much is that grant?

Laura: A lot. We've been told to overestimate by 30-40% of what we think it's going to cost. If we receive these funds they won't come in until 2021-2022.

Sandy: When did securing the parking lot become a priority to necessitate a PECO grant?

Rick: We had two previous PECO grants, which we're waiting on. One that was approved for security cameras. Another one is to replace our HVAC unit. A few weeks ago they said to quickly come up with another one. We've had a concern with late night programmers and safety. If we could secure the west parking lot, programmers can enter and leave securely.

Sandy: Did we process all pledges through Allegiance?

Laura: Yes.

Sandy: Do we have a plan in place to deal with underwriting because it's significantly below budget?

Laura: Yes. The plan for the rest of the fiscal year is to go after previous underwriters who've dropped off and to look for new ones. We will be pursuing opportunities related to tourism, distance learning, online learning.

David: Is there a history of security issues in the parking lot?

Rick: One of my first two weeks we had a programmer who had a stalker and was concerned about heading to her car at night. We have people who park and hang out there overnight. This isn't something I'd spend our reserve funds on but if we get a grant I'd do it.

• **Social Media Policy** **Rick Fernandes** **7:42**

Received the updated social media policy from the law firm. It was substantial in that they deleted paragraphs they felt did not apply to us. However, as a whole it has stayed the same.

Nancy motions to accept the Social Media Policy with changes from the attorneys.

Jack seconds.

All in favor. Motion approved.

• **Volunteer Committee Report** **Isha DelValle** **7:46**

We had our meeting on June 1. Three guests participated. One of the guests shared his personal concerns about how the station addressed night programming during the stay-at-home weeks. He seemed pleased with the discussion. The committee discussed plans for the volunteer newsletter, which is still in the early stages. Hope to have completed by early August. Today, sent out an email to programmers thanking them for participating in Juneteenth. Also reminded them about sticking to safety protocols at the station.

• **Diversity Committee Report** **Pamela Robinson** **7:50**

Special programming for Juneteeth went well. Pam hosted the Juneteenth edition of the Bumpy Ride. Eddie G helped on the second hour. Couldn't do poetry slam because of time constraints, but they want to pursue this idea for next year when there's more time to plan. Will be working with Jennifer and Rick to communicate with programmers about how to participate in upcoming themed months.

- **Long Range Planning**

Nancy/Dyllan

7:54

Dyllan: Sending out the Long Range Plan this week. Open to feedback from everyone. Added sections related to human resources and policy review. Also revisited the idea of forming a youth committee, so we would like ideas about how to make space for a youth committee that can function within the bylaws.

Nancy: We're looking for editing and ideas that can improve this plan.

David: Demographics seem critical. The idea of a youth committee for building a base of future listeners is imperative for building an overall marketing scheme.

Dyllan: We recently had a short-lived "youth committee" that was seeking to increase youth engagement but had some issues when it came to addressing programming.

Carson: Perhaps we can revisit the PowerPoint from [Ryza]. It had some good points about reaching out to youth.

Isha: Those youth committee meetings were great and people were engaged. I don't think the committee wanted to change programming but wanted to ensure that youth in general were involved in programs. Maybe we can make it a template that program assistants are in a certain age range so they can learn and have their feedback in the program.

Will: Let's set up time to talk about the youth committee with some of the people involved in the previous one.

David: I would workshop the phrase "youth committee." Given the demographic it makes it sound "us versus them." Also in the GM report, I would use the word "mature" rather than "aging" in reference to listeners.

Pam: When I started at WMNF there were some youth members who put on a Battle of the Bands. I'd love to be a part of this discussion now as well.

Rick: The (youth-oriented) content and programming needs to come first before we reach out and try to attract youth listeners.

Carson: Many youth will find our local news to be valuable.

Bob: How much did the University of Tampa assessment inform the LRP?

Dyllan: It informed some of the marketing and branding section. We will include the entire UT assessment at the end of the LRP.

- **Finance Committee Report**

Bob Ingham

8:11

May was a really good month for the station comparing relative financial results to forecasted financial results. Our projected financial results before the impact of PPP loan proceeds are very close to our annual budget. We had a budget of \$28,000 loss from operations. Our projections are \$33,000 operating loss. Rick and team should be applauded for managing through this crisis. We have \$159,000 from the PPP loan to cover primarily payroll. Still not sure how much we will have to repay. But they have extended the length of time that you can have

costs reimbursed from 8 weeks to 24 weeks. There are still some limitations on that. Initially thought we'd be able to keep \$96,000 but we're hoping it will be more than that. Will be looking at the budget at next month's Finance Committee meeting.

• **General Manager Report (Attached)** **Rick Fernandes** **8:17**

Highlights: PPE levels are mostly good but having trouble maintaining Lysol wipes. Considering replacing our Damaged Denon DN700C with Tascam SS-CDR 250N. The CDR205N is much pricier but may offer us an option to work from a server. Programmers gradually returning now. Most people have been good at following procedures but have had some issues with programmers. Have a younger person, Tarryn, who will be hosting a new program at 3-6am on Thursday. Rick is trying out his idea of an 80s-centric show for a couple of weeks before Tarryn starts. Station ratings are back to .9 from the 1.1 high during the pandemic. Interviewing the final four finalists for the news staffer. Rick's concern about the pledge drive is that the money came from 250 people. Can't rely on 250 people to keep this station afloat. For future pledge drives, Rick wants to push the goals higher and monitor how many donors we have. For St. Pete Clinic, the total amount pledged so far is \$6329.50. The total amount for WMNF to keep is \$4829.50. The amount for Clinic to receive is \$1,170. That's 2,750 meals provided.

Nancy: I have great confidence that new people will pull through when the pledge is held on different days.

David: Can you give a brief on what sort of candidates we got for the open position?

Rick: I don't want to share too much but it was a good diverse group. Sean and Rob have gone through the applicants. We could pick anybody and we'd be OK. The struggle is deciding where the station wants to go.

Rick: I've had an idea to hand over one of our HD channels to a local Black organization. They'd have to follow our mission and FCC rules, but this would help empower the community.

Dyllan: Good idea, we can include it in the Long Range Plan.

Letty: I think it's a great idea. My only concern is that we make sure they follow programming requirements so we don't get into legal trouble or be fined.

David: Think we could have a third party responsible for monitoring the channel. Is there an intermediate route where we can put aside chunks of time?

Jennifer: I think it's a great idea.

Sandy: In theory we have a precedence. We have in the past contracted out one of our subsingals to groups. Not sure how we would protect ourselves if we don't take control of content but don't think we will want to take control of content. Wondering if there's enough content available that supports our mission.

Carson: Good idea to increase diversity, listener base, and connection with the community. Feel that some of the things we learned from the Third Opinion Situation could inform our approach with this situation.

Sandy: What have we learned?

Carson: That's the big question. But we opened our doors to people who put content on air waves that doesn't necessarily align with our mission.

Jack: Fully support the ideas and there's things to be fleshed out but it falls in line with how I see the station being used as a resource for the community.

Bob: Powerful idea but can be treacherous, depending on how it's managed. Boys and Girls Club could be a possible organization to work with.

Rick: DT has been reaching out to organizations about this. We're going to start tweaking the current HD4 channel in the meantime to make it as strong as possible. We're looking at the budget to get an assistant operations manager, who can work with DT around 10 hours a week so DT can focus more time on HD4. While the Board figures out a way forward with this idea, we're putting resources into it ourselves.

Nancy: Who will be responsible for managing the channel?

Rick: If we partner with another organization, they'll have to figure that one out. Currently though DT is getting involved to figure this out.

Will: We have unanimous support from the Board but how do we implement this?

Dyllan: We will include this in the Long Range Plan.

Carson: Perhaps a Partnership Committee dedicated to working with organizations for the HD channel and the calendar.

Letty: As long as the committee stays away from decision making when it comes to programming.

Will: We can create a "special committee" which is a temporary project driven committee.

• **President's Report** **Will Greaves** **8:58**

Board has been asked to sign a release pertaining to the use of WMNF's logo in a film and marketing for a film about Crowbar.

Jennifer: Concerned about the language or the release, which includes releasing them from liability.

Sandy: There are copyright issues related to use of the WMNF logo but the language of the release goes above and beyond that.

Letty: If anyone files a lawsuit against him and includes WMNF in the lawsuit, he wants to make sure we can't turn around and sue him to compensate us for defending or settling that lawsuit. I'll write him a letter saying he can use our logo as it's used in the video but we are not indemnifying him or giving him permission to use the logo in marketing.

Will calls for a vote to approve Letty sending the letter.

All in favor. Ayes have it.

• **Executive Session** **Will Greaves** **9:04**

Motion: Nancy. Second: Jennifer. Passed by acclaim

Executive Session entered for Personnel Reasons

• **(PALS: Participation, Accomplishments, Listening and Scheduling)** **Sandy Wismer** **10:00**

Participation: 7,8,7,8,7,8,7,8,7,7,8,7,9,7,8

Accomplishments: 8,8,8,8,9,8,8,8,7,9,7,6,7,8

Listening: 10,9,9,9,9,9,10,9,7,9,8,9,8,10

Scheduling: 5,5,5,8,6,7,6,7,6,6,6,5,6,5,9

- **Next Meeting 7/20/20**

Will Greaves

10:08

Adjournment

Will Greaves

10:09

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: _____
Dyllan Furness, Secretary

Approved by the Board on: 7/20/2020



MANAGEMENT REPORT

June 2020

Prepared by: Rick Fernandes, General Manager

GENERAL MANAGER

The station programming is slowly resuming to the pre-pandemic schedule.

- Our 6 am – Midnight Music Programmers have returned.
- June 16, Florida Public Media Meeting.

I am planning to visit Pittsburgh and bring my older daughter down with me on my return. Her sister and my wife will be coming down around July 15. I will work remotely from there from 6/25- 7/2.

OPERATIONS, IT, & ENGINEERING

PPE supplies

We currently find it challenging to attain a steady supply of Lysol wipes. However, all other supplies are at a reasonable level.

- Gloves (good level)
- Ear covers (good level)
- Mic covers (good level)
- Wipes (Low level)
- Sneeze guards
- Lysol wipes still hard to attain

CD Players

We are contemplating replacing our Damaged Denon DN700C with Tascam SS-CDR 250N. The CDR205N is much pricier but may offer us an option to work from a server.

Drain Issue

- We are waiting on an estimate to clean the ground drain from the west parking lot.



Secure Parking Lot – Proposal for PECO Grant

We have been working with Mark Donald, who is preparing a design doc for an RFP for securing the west parking lot. Issues were vetting:

- Locating power source or running the gate motor
- Establishing Low power supply for running the receiver
- Using Transponders vs. wireless remote controller
- Placement and space needed for Automatic rolling gate

Returning Programmers

- Reactivating Door Codes
- Offering Limited access production studios & conference rooms)
- The front door still not active for volunteers.

IT:

- Allegiance complete
- Overnight/automation programming
- Preparation for VLAN networking
- Intrusion Detection evaluation
- Update to Google Analytics statistics
- Community Reporting Video project for Newsroom
- Website break up of the home page
- Website member area replacement for Marathon Manager
- IT server upgrades, updates, backup and monitoring

PROGRAMMING

Programmers have been gradually returning to hosting their regular shows. However, we are still prohibiting most non-programmer volunteers and station guests from coming in. Some programmers are not ready to return and have chosen to send in show content from home for a while longer.

This period has been a stressful situation as we are bringing back programmers at the same time that Florida and this area are seeing a new spike of virus numbers.



Two exciting new shows will be coming to WMNF soon:

- **Harrison Nash** returns **360 Degrees of the Blues** to the airwaves. Every Wednesday at 1 pm, he will present a special 55 minutes that might include blues, soul, R&B, gospel, jazz, and more. Harrison is a longtime beloved personality for WMNF. We are thrilled he is coming back starting next Wednesday and delivering an audience to Scott Elliott's "Its The Music".

Harrison will replace **Paco's Euro Radio**, the wonderful show that has been on for a year. Paco is moving back to Spain - at least for a while. He has been a great programmer and friend to the station.

- **Tarryn Meyers** is starting a new early morning show tentatively called **Audio After Hours** Thursday, 3 to 6 am beginning July 2. The Show is described as "...An eclectic mix of atmospheric electronica, indie, alternative, and soul/R&B to start your Thursday (or end your Wednesday)."

Tarryn has been assisting on the Monday Morning Show and has experience doing college radio. She will be delivering an audience to Katarina's Morning Show.

GM Rick Fernandes is trying out his idea of an 80s-centric show for a couple of weeks before Tarryn starts. His first show got good reviews with lots of favorite songs and artists such as Blondie, REM, and The Pretenders. 3 am (remember the archives!)

The Ratings

- The **.9 AQH** score is the same as it was in March when they first started including streams. April, the deepest month of the lockdown, was 1.1; it seems we had bonus listening with so many people at home.
- **The age demographic** shows that the 55-74 group is 82% of our audience. I love our aging listeners, but it would be nice to kick up the 35-44 and 45-54 groups, now around 7% each.
- For the third survey in a row, it shows **more Females than Males** listening by a small margin. We have never seen that result before.



Mon-Fri Hour by Hour report shows results that strain credibility.

- The **top AQH hour is 1 pm**...that's right, the strip of niche music shows...both for the month and the three-month average.
- One hour where the two shows around it are both stronger is Noon, where we have been carrying **Thom Hartmann**.
- The 11 am Radioactivity, and 1 pm specials have bigger audiences in this survey.
- The 10-midnight period is really strong (relatively for the time) for the second month in a row.

Saturday - three shows contribute to Saturday as our biggest audience day:

- **Bluegrass, The Sixties Show, and the 70s Shows.** These shows all significantly exceed any Mon-Fri shows.
- This time the two biggest hours are 2 pm (first hour of the 70s Show) and Noon (first hour of the Sixties Show).
- This is the first survey in maybe a year where Bluegrass was not #1, but it was not far down.

Sunday: Inexplicably the dominant hour is 2 pm (first hour) of **Latin Jazz and Salsa**

NEWS & PUBLIC AFFAIRS

- With the COVID 19 outbreak, the failure of the state's unemployment system, and the Black Lives Matters protests; it's been a busy month. WMNF news and public affairs programs have featured numerous interviews with doctors, public health officials, protest organizers, injured activists, arrested activists, mayors, county commissioners, members of Congress, state legislators, sheriffs, police chiefs, lawyers, unemployed people, and numerous others on the frontlines of these issues.
- Sean and Rob produced most of these programs. Many of the WMNF News and Public Affairs volunteers are still barred from coming into the station. That changes today with the Midpoint hosts returning this week. Most (but not all) of the regular programmers say they plan to return. We still have some time, and we don't anticipate any Midpoint program openings. Some local, volunteer-hosted public affairs shows at 10 am were being produced by volunteers during the lockdown.
- The News and PA Department participated in the one--day fund drive, using a low-key approach. We limited appeals for donations to three or four per hour. Most appeals lasted less than 3 minutes. The low-key approach worked. We raised \$12,000 between 9 am and 1 pm this past Monday, which is slightly higher than what would be raised during a "full tilt" fund drive.



- The search for a new news staffer continued with the seven semi-finalists interviewed last week. We are now down to four finalists.
- The online listening counter and the latest Nielsen/Arbitron surveys show that the public affairs hours of 9 am-1 pm continue to attract some of the largest audience numbers for WMNF. Some programs during this strip enjoy over 500 online listeners.
- The most robust online numbers for any of our HD channels come during Noon -3pm when the Thom Hartmann program airs on HD3. His program reaches more than 100 online listeners every hour during his three hours on the air. For the last several weeks, we've also carried Hartmann on our main channel from Noon to 1 pm. That hour has an average of 400 online listeners or higher.

DEVELOPMENT

UPDATE ON JUNE 15 ONE DAY DRIVE:

- It was a success! Our goal was \$35,000. We exceeded it by reaching \$40, 685.55 (250 pledges.)
- Other pledges came in that day that will go to shows in the next drive days.

ST. PETERSBURG FREE CLINIC:

The Partnership with St. Petersburg Free Clinic is complete.

- **The total amount pledged so far: \$6329.50**
 - 1. The total amount for WMNF to keep: \$4829.50**
 - 2. The amount for Clinic to receive:\$1,170**
 - 3. Meals provided: 2750**

NEXT SUMMER PLEDGE DRIVE DATES AND GOALS

Tuesday, July 14, \$38,000

Friday, **August 21**, \$36,000

Saturday, **August 22**, \$40,000

- We are still working out the logistics of Sunday, Wednesday, and Thursday shows though pledges have been coming in for them.



ALLEGIANCE ISSUES TIMELINE 6/17/2020:

June Updates

1. SEND PLEDGE REMINDERS IAN

Deadline: 4/3 Completed 5/07

- Ian began sending out letters April 30 to those who haven't paid by credit card after Ira confirmed his list.
- Laura and Ira finished by sending out reminders to those who pledged to pay by check May 7.

2. DATA ENTRY INTO ALLEGIANCE FROM 11/19-present (includes EOY/Winter SHEMEICA

Deadline: 4/30 Completed 5/15

- Shemeica had almost finished her work when more pledge cards to be entered were discovered.

3. TOKENIZE AND TRANSFER ACH FILES TO ALLEGIANCE IAN/LAURA/PAYA

Deadline: 4/30 Completed 6/1

- Ian had still been working with Allegiance. We were to run the Circle EFT batch April 6, but Ian found some inconsistencies with the files to be transferred into Allegiance.
- Ian finally was able to get the encrypted files straight with Paya and Circle of Friends, and EFT was moved into Allegiance as of April 10.
- He successfully imported the files but ran into an unexpected error when trying to run the Circle EFTs through Allegiance for the May processing date. He thought the process was the same as running credit cards through Allegiance. Because he had never run EFTs through Allegiance, he encountered an unexpected error. We had to run Circle EFTs through Bank of Tampa one more time. Ian then confirmed with Allegiance that the file is set to run June 1. They inspected the function for errors, said the file was ready, and we successfully ran EFT through Allegiance.
 - However, we discovered that unlike going through the Bank of Tampa EFT process, in which we ran the Circle EFT batch through the bank. The deposit took 24 hours to hit, Paya's process could take up to five business days for the deposit to clear into the bank.
 - We are adjusting the date in which we run the deposit to ensure it hits the nearest the first Tuesday of the month as planned.



4. CREDIT CARD COLLECTIONS IRA **Deadline 5/15 Completed 5/7**

- Ira has contacted each donor at least three times. A letter was sent to those he could not reach. We are already getting replies with updated credit card numbers.

**5. CALL 1,500 LAPSED DONORS/CLEANUP DATABASE/RENEW MEMBERS IRA
Completed 5/31**

FINANCE / HUMAN RESOURCES

HR:

- Wrapping up annual employee evaluations
- In the interview process for hiring News Reporter. Completed the first round of interviews.
- Seven candidates were interviewed and now moving to the second round of interviews.

Finance:

- Cindy attended the annual PMBA conference virtual covering CPB grant compliance.
- Weekly Power Lunch webinars sponsored by James Moore on PPP loan and forgiveness.
- Attended webinar sponsored by Rivero Gordimer & Co on PPP Loan.
- Budget 2021 in process and audit planning for FY 2020.

VOLUNTEER

- New volunteers are registering each week, even though they cannot help us at this time. They will get mass e-mails, at least.
- Julie is participating in Volunteer Committee tele-meetings (3 so far, since lockdown began).
- 2019 Volunteer Appreciation Party, most likely held October 2020 or later, due to social distancing recommendations, but trying to stay on top of the planning of it.
- Open to ideas, if you want to submit any, please call the Volunteer office - 813-865-8261 or e-mail missjulie@wmnf.org