



The Nathan B. Stubblefield Foundation, Inc.  
 Board Meeting Minutes  
 Date: 10/19/20

<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	T	
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	

T – Participated by Telephone

**MISSION STATEMENT**

WMNF is a listener-supported community radio station that celebrates cultural diversity and is committed to equality, peace, and social and economic justice. WMNF provides broadcasts and other forums with a grassroots local emphasis that promote creative, musical, and political vitality.

<u>Agenda Item</u>	<u>Lead</u>	<u>Time</u>
• Call to Order	Will Greaves	7:17
• Roll Call / Proxies	Dyllan Furness	7:17
• Agenda review	Will Greaves	7:19
• Acceptance of items on Consent Agenda	Will Greaves	7:19
• Minutes in Basecamp:	Volunteer, Development,	
• Attendance Review	Will Greaves	7:19
• Review/Approve Last Month's Minutes	Dyllan Furness	7:19

Approved

- **Diversity Committee Report** **Pamela Robinson** **7:20**  
Jennifer will be taking over the chair position. Pam would like to become the vice chair. Can we have a vice chair who is not a board member?  
Letty: Diversity Committee is a board committee that answers to the BOD. The chair must be a member of the BOD. Pam cannot be the vice chair because she doesn't answer to the BOD. Pam can be a member but cannot be a chair or vice chair. The Volunteer Committee follows different rules because it is not a Board committee.  
Jennifer: Last meeting we discussed possibly participating in the MLK parade.  
Rick: While there aren't events we can attend, there are certain organizations that we might be able to sponsor, something we can be affiliated with.  
Will: Pam has done a fantastic job on the Board and will be missed. Thank you, Pam!

- **Nominating Committee Report** **Nancy Cox-Johnson** **7:25**  
New Director Interviews

One seat to consider.

Five Interview (six scheduled but one did not show):

Matthew Cimitile 7:36 - 7:52 = 16 min

JoEllen Schilke 7:53 - 8:13 = 20 min

Mark Schreier 8:14 - 8:29 = 15 min

Joe Porter 8:37 - 8:55 = 18 min

Aaron Zarate 8:56 - 9:12 = 16 min

Discussion and vote from 9:20 - 10:00

One Black candidate was scheduled to interview but did not show. Need to consider future recruiting efforts to ensure diversity of applicants.

Mark Schreier is chosen as new Director.

Nancy will contact the applicants not chosen re getting involved and future opportunities.

- **General Manager Report (Attached)** **Rick Fernandes** **10:05**  
Highlights: Starting to meet with the community again. Updating Program Director position. Meeting with Emma Friedman, new volunteer representative and youth Board member. Started cutting tree limbs around property. Fire alarms were replaced. Bought a 43-inch computer monitor for studio 1. Buying one for studio 2. Working with Robert Fitzpatrick to determine the best metrics/analytics to use. Investigating privacy considerations. Our share dropped to 0.8. Biggest concern is the morning slot. Ratings have been slipping since July. Investigating why that might be. Bluegrass show still claims 10 percent of the market on Saturday morning. Daniel, new hire, reporting average of one news story per day. Sean doing a great job recording newscasts from home. Bad news—our drives are way off, between \$5,000-12,000. We're over \$34k behind where we should be. However, we've had an increase in Circle of Friends and car donations.  
Pam: Why no Sunday fund drive?  
Rick: It will be on Sunday in January. Fund drive in December will be a gauge for how dire the fund drive situation is. Receiving underwriting from a sustainable cemetery. Received a \$225,319 PECO grant we got for 2021-2022 parking lot lights and gate security.

Letty: Regarding Randy's position, have there been discussions about re-cataloguing his position to be in charge of all programmers, rather than just music programmers?

Rick: Yes and no. At a future date, that will be something to consider.

David: At the meeting tomorrow with marketers, share the quandary about ratings decreasing since July. A lot of media peaked in July.

- **President's Report** **Will Greaves** **10:30**  
Second reading of the Sustainability Policy. No changes recommended and it has been motioned for approval.  
Bob motions to accept. Renz seconds. Sustainability Fund Policy unanimously approved  
Will: We need more people to volunteer and give some time for the fund drive.
  
- **Finance Committee Report** **Bob Ingham** **10:33**  
September was the end of the fiscal year. We will end up about \$100,000 better than the budget. Budgeted was a loss of \$30,000 and we're showing a profit of \$70,000. \$18,000 from car donations. Cindy is preparing for the year-end audit conducted virtually in the first part of December.  
Renz: Management deserves a lot of accolades. It was a tough year and they did a great job.  
Sandy: What will be the difference between our projections and the actual?  
Bob: About a loss of \$50k.
  
- **Long Range Planning Committee Report** **Dyllan Furness** **10:38**  
We would like a vote to accept the draft 2020-2023 Long Range Plan.  
Nancy motions to accept. Renz seconds. 2020-2023 Long Range Plan accepted by acclaim.  
Dyllan: Next up, we'll be working with management and committees to identify and set Key Performance Indicators for the LRP.
  
- **Bylaws Committee Report** **Letty Valdes** **10:41**  
Committee decided not to change the bylaws about volunteers who can be admitted to the Board. Also looked at the underwriting letter/underwriting policy. Rick and staff would like to add something that the underwriting  
Sandy: Should Development and Finance opine on this policy?  
Letty: We were going to look over the language and then make some recommendations and let them take it back to the committee.  
Nancy: What about the affidavit regarding disclosing whether or not someone has a criminal record?  
Letty: I will write it up and we can sign the document later on.  
Will: We can implement this next month for the new members. Need to look into proceduralizing how to make new policies into the bylaws.  
Letty: The chair usually adds it and passes on to Cindy to update.
  
- **Volunteer Committee Report** **Isha Del Valle** **10:47**  
We've welcomed three new members and looked at addressing prior staff members applying for the Board as a part of our bylaws.
  
- **Personnel Committee Report** **Sandy Wismer** **10:48**  
Nancy motions to enter Executive Session. Sandy seconds. Passed by acclaim.

At 10:48 enter Executive Session for personnel reasons.  
Exit Executive Session at 11:00.

- **(PALS: Participation, Accomplishments, Listening and Scheduling)** **Sandy Wismer** **11:04**  
  
P 8,8,9,7,9,7,9,8,9,8,7,9,7,  
A 9,8,7,9,9,9,9,9,9,9,8  
L 9,7,8,8,7,9,8,8,9,8,8,7,8  
S 4,5,5,1,6,6,4,7,5,4,4,4,5
- **Next Meeting 11/16/20** **Will Greaves** **11:09**
- **Adjournment** **Will Greaves** **11:09**  
Nancy moves to adjourn. Renz 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: \_\_\_\_\_  
Dyllan Furness, Secretary

Approved by the Board on: 11/16/2020



## MANAGEMENT REPORT

October 2020

Prepared by: Rick Fernandes, General Manager

### **GENERAL MANAGER**

- I met with Paul Wilborn from the Palladium to discuss possible partnerships.
- Updated Program Director job description and posted position.
- Attended the webinar: Broadcasting During Times of Emergency.
- Ramping up external meetings – in a safe way-

### **OPERATIONS & ENGINEERING and IT**

- Building
- Trees cut down
- Reordered PPE
- Received a donation of PPE
- Prep for membership drive
- Fire Alarm repairs
- Repair our Eventide unit (dump button)
- Repair Soda Machine

### **Studio**

- Ordered two CD players
- Ordered larger monitor for on-air studio 2
- Received a quote for cubical delivery and assembly

### **Training**

- Provided training for board ops and programmers

### **FCC Compliance**

- Posted Quarterly issue report
- Posted EEO report

### **IT:**

- Event tracking in Google Analytics for On-Demand logs, by the hour and show type
- Backup software updates for computers
- Equipment End-of-life review
- Allegiance fund drive source codes and form page updates
- Allegiance OPI training and configuration help



- Continued review of upcoming VLAN (network separation)
- SoundExchange reporting to Max

**Web:**

- OnDemand logs to Google Analytics, adjustments and custom reports
- Stream counts saved query for monthly reporting
- Continued review of app fixes and updates by Big Sea, release coming soon
- Major website upgrades to WordPress 5.5, causing issues with posts, etc.
- Configuration of staging server for the website, troubleshoot upgrade issues, stage upcoming changes
- Completed migration of Marathon Mgr to a staging server for historical donations data
- Continued website updates under development include:
  - revamped home page
  - Newsroom video project
  - creation of show episodes
  - removal of Marathon Mgr
  - MM membership portal replaced by BuddyPress
  - style updates
- Evaluating Amazon AWS Lightsail set up for website migration by the end of year
- Continued creation of Content Delivery Network (CDN) for website media

**PROGRAMMING.**

**Our current AQH share is .8.** That is the same as the 13 month average, but the first time we have been this low since February.

**The cume is 55,000.** Keep in mind that it is a metro audience only (Tampa, St. Pete, Clearwater). It showed 74,600 in July.

**The dayparts share**

<b>6am - 10 am</b>	<b>.5</b>	.7 Average	1.3 High (July)
<b>10am - 3pm</b>	<b>.7</b>	.8 Average	1.1 High (June-July)
<b>3pm - 7pm</b>	<b>.8</b>	.6 Average	.9 High (June-July)
<b>7pm - 12pm</b>	<b>1.3</b>	1.0 Average	2.High (April)
<b>Sa-Sun</b>	<b>1.0</b>	1.1 average	1.5 High (April)

- **Age Demographic: 90% of our listeners are 55plus**
- **We have three times as many listeners on Saturday as we have on Sunday**



**These shows/hours have the biggest audience**

1) Saturday Bluegrass	5000 AQH	10 share in 6-7am
2) Sixties Show	4000 AQH	1.9 share
3) Seventies Show	3800 AQH	1.8 share
4) It's the Music (2-4)	2000 AQH	1.0 share
5) 1pm Shows	2000 AQH	.8 share
6) Traffic Jam (4-6)	1900 AQH	.9 share
7) Democracy Now	1800 AQH	1.3 share
8) Acoustic Peace Club	1700 AQH	1.0 share
9) Midpoint	1500 AQH	.8 share
10) M-F 10-12pm	1200 AQH	3.0 share
11) Radioactivity	1100 AQH	.8 share

**NEWS & PUBLIC AFFAIRS**

- Lisa Marzilli returned this week to do the AM news on Thursdays. She's been staying away from the station for seven months out of concern for COVID 19.
- Rob will be taking part in a media panel at the Ruskin Firehouse this Tuesday to discuss the election. Two weeks ago, Rob spoke with the Suncoast Humanists via Zoom.
- The online listening for Democracy Now and the 11–1 pm shows remains strong- many days going far above 450.
- Daniel continues to work hard and reports an average of one new news story a day. He tells us that when going out in the community, the people he reports on tell him WMNF is a trusted media outlet. Daniel has now begun to take on the job of filling in for some of the headline news shifts at the bottom of the hour.
- Sean has mastered the skill of recording his newscasts from home as well as recording interviews from home.

**DEVELOPMENT**

**Pledge Drive Results:**

The first four days of our Fall Pledge Drive did not reach their goals.  
Here are the results:

**Monday:**

Goal: \$39,600.0

Actual: \$27,425.14

Shortfall: -\$12,174.86

Number of pledges: 262

Number of new Circle of Friends Members: 20

New Circle revenue: \$3,678.24



**Tuesday:**

Goal: \$40,412.00  
Actual: \$35,110.70  
Shortfall: -\$5,301.30  
Number of pledges: 344  
Number of new Circle of Friends Members: 33  
New Circle revenue: \$4,368.50

**Wednesday:**

Goal: \$32,800.00  
Actual: \$24,860.19  
Shortfall: -\$7,939.81  
Number of pledges: 267  
Number of New Circle of Friends: 20  
New Circle Revenue: \$2,668.08

**Thursday:**

Goal: \$29,200.00  
Actual: \$19,725.11  
Shortfall: -\$9,474.89  
Number of pledges: 206  
Number of New Circle of Friends: 25  
New Circle Revenue: \$2,657.82

Our next two drive dates are this Friday and Saturday. We will see if those days can help recover the shortfall. Meantime, senior staff will be holding strategy meetings to see how we can improve on the Winter drive in January.

**CONTRIBUTIONS ISSUES/UPDATES:**

- Circle of Friends issues are being dealt with effectively due to the work of Ian DeBarry and Julie Scheid. September's Circle total was \$38,888.52.
- In addition, Car Donations exceeded expectations at the FY 19-20 end. We received \$18,456 in September and ended the year at \$52,545. The line was budgeted for \$36,000. So far this month, Car Donations continue to exceed goals. We had budgeted at \$3,000. We have received \$10,332.42 to date.

**UNDERWRITING:**

- Heartwood – renewed their contract for October at \$1,000
- Frog Song Organics – \$260 a month contract for 12 months
- Bank of Tampa – to sponsor newsletter at \$1500





**GRANTS:**

- Laura received positive news on the 19-20 State Security System PECO Grant. DMS principal consultant Mark Faison says the grant will be awarded once the State Department of Education signs the Client Agency Agreement. That agreement is in process. WMNF was awarded another PECO security grant for 21-22 of \$225,319.

**FINANCE / HUMAN RESOURCES**

**HR:**

- Next week interviews are scheduled for the Operations Assistant position.
- We are updating the Program Director job description. Position to be posted soon.

**Finance:**

- Audit prep in process.
- Quarter end reports.

**Volunteer/Outreach Department**

- Elected to the Volunteer Committee and Rep. to the Board of Directors:  
Emma Friedman - Youth seat  
Jeff Stewart
- Elected to the Volunteer Committee:  
Michael Mainguth
- Re-elected: Pamela Robinson
- Working on garnering food donations and filling phone answering schedule for October Membership Drive - Last dates are Friday 23rd & Saturday 24th - We will be pitching from 6 am to Midnight. - Please be in touch if you want to offer some volunteer time in the phone room or pick up a food donation - missjulie@wmnf.org or 813-865-8261