



The Nathan B. Stubblefield Foundation, Inc.
 Board Meeting Minutes
 Date: 11/16/20

<u>Board Member</u>	<u>P</u>	<u>A</u>	<u>Board Member</u>	<u>P</u>	<u>A</u>
Will Greaves	T		Renz Kuipers	T	
Nancy Cox-Johnson	T		Emmy Lou Fuchs	T	
Isha DelValle	T		Matt Cuffaro		A
Rick Fernandes	T		Sean Kinane	T	
Letty Valdes	T		David Downing	T	
Jack Timmel	T		Emma Friedman	T	
Dyllan Furness	T		Jeff Stewart	T	
Jennifer Meksraitis	T		Mark Schreier	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	7:22
• Roll Call / Proxies	Dyllan Furness	7:23
○ Guests: Cindy Reichard		
• Agenda review	Will Greaves	7:23
• Acceptance of items on Consent Agenda	Will Greaves	7:23
○ Committee Updates:		
▪ No meeting held:	Finance,	
▪ Minutes in Basecamp:	Volunteer	
• Introduce New Board Members	Will Greaves	7:23

Emma Friedman: Student at UT. GM at WUTT radio station. Excited to be on the board and has a goal to establish an internship program. Met with Rick and hopes to bring in college students.

Jeff Stewart: On air volunteer since 1987. Host of the Wednesday morning show. Will be listening and learning as much as I can. Goal is to figure out how the Board can help staff and volunteers keep this great thing going.

Mark Schreier: New to the Board and WMNF. New to the community at large. Excited to be on the Board. Hopes to use past experience on Boards to facilitate positive relationships between Board and staff.

- **Attendance Review** **Will Greaves** **7:28**
All in good standing but Matt Cuffaro.

- **Elections** **Will Greaves** **7:32**
 - For President, Jennifer nominates Will Greaves. No other nominations. Will elected.
 - For VP, Nancy nominates Jack Timmel. No other nominations. Jack elected.
 - For 2nd VP, Letty nominates Nany Cox-Johnson. No other nominations. Nancy elected.
 - For Treasurer, Dyllan nominates Renz Kuipers. No other nominations. Renz elected.
 - For Secretary, Jennifer nominates Dyllan Furness. No other nominations. Dyllan elected.

Will asks for Directors to email him which committees they want to be on.

Jack requests that we have the ability to change committees depending on potential gaps.

Renz suggests we use a Google Sheets to follow along.

Dyllan offers to put the document together.

Committee chair positions:

- For the Diversity and Inclusion Committee, which ensures that the station is upholding its commitment to diversity, Nancy nominates Jennifer. Jennifer accepts and is elected.
 - For Bylaws, Letty asks that someone else steps into the chair position as this will be her last year. Renz recommends having a “protege.” Jennifer nominates Mark, who asks to co-chair. Letty and Mark elected as co-chairs.
 - For Long Range Planning, which oversees development of the long range strategic plan of the station, Isha nominates Dyllan. Dyllan accepts and is elected.
 - For Personnel, which oversees grievances and personnel policies, Dyllan nominates Jack. Jack accepts and is elected.
 - For Technology, which monitors technology and oversees Basecamp, Isha nominates Emma. Emma accepts and is elected.
 - For Nominating, which is responsible for bringing in candidates for new Board members, Renz nominates David Downing. David accepts and is elected.
 - For Development, which supports staff in fundraising endeavors, Jennifer nominates Jeff. Jeff accepts and is elected.
 - For Finance, Jennifer nominates Renz Kuipers. Renz accepts and is elected.
- **Review/Approve Last Month's Minutes** **Dyllan Furness** **7:56**
Approved.

• **General Manager Report (Attached)** **Rick Fernandes** **7:57**

Highlights: Rick met with David about marketing and Emma and interns. News department just finalized the role of the news internship. Thinking about adding an hour of college radio to the next round of programming. Drove down to Sarasota's WSLR. Most of the staff and GM have donated to WMNF. Trying to figure out how we can do more together. 50 percent of their revenue comes from beer and wine sales. Laura is trying to get a meeting with a well-known architect to come to the station and see if we can make any changes for not too much money. Met with the station manager from WMFE in Orlando about underwriting, who recommended Market Enginuity, which works with public media. Market Enginuity rep feels like we should be making half a million dollars in underwriting. Met with the Exec Committee about GM Objectives. Following up with Dyllan and Will to refine those objectives. Once I know my clear objective, I can make sure everyone on the team is heading towards those same objectives.

As far as general operations, removed the limbs from trees before the storm. Received and installed donated cubicles. IT department is working with Emma at UT on engineering and IT matters. Programming, this month is .9. Underwriting person thinks we can get to a 1.3. Believes our revenue could then be \$900,000. Increased the number of listeners to around 65,000 per week. As far as age group, continue to face the challenge of bringing in new listeners. Bluegrass is still number one show. Mission calendar kicked off last month with indigenous peoples month. This month is celebrating people with disabilities. Daniel is going to be doing something about transportation for people with disabilities. Increased 50 new Circle of Friend members. We were very short on the fund drive.

We had a 25 percent email open rate on our newsletter. People are opening the newsletter, we just need to figure out more content. Joe Remo started Monday. Have received 30 resumes for Program Director. Volunteer asked to have all the volunteers on the interview with the Program Director candidates but I asked them to send questions. Put together a search committee whose members include: Scott Elliott, Marcie Finkelstein, Jennifer Maskeratis, Isha Del Valle, and Daniel Figueroa IV.

Discussions

Will: Once we've married Rick's objectives closely to the Long Range Plan, we will be disseminating to the Board at large.

Rick: The monthly GM Report will help track progress on those objectives.

David: How did the Market Enginuity guy come to the half a million dollar figure?

Rick: He had a formula based on market share.

Jack: Are you impressed with candidates so far?

Rick: Haven't viewed them yet. Want to be confident about who we hire because it's a critical role. Will consider reopening the search if we don't find the right candidate.

Letty: The wine and beer sales at the Sarasota station, do they have insurance?

Rick: I will have to ask.

Cindy: We have special event policies through Ally, and it might be covered through that.

Isha: When it comes to the request for a town hall, I don't think that's necessary. I don't want to make candidates uncomfortable by this process.

David: For the cumulative listeners scores, can we only get specifics about listeners for the metro area?

Rick: No Nielsen also considers online as well. Would like to look at ways we can collect more data on listeners.

- **President's Report**

Will Greaves

8:38

We have the opportunities for the Board editorials. Last one we did was for Census 2020. They cannot be political or pick sides. Encouraging Directors to keep thinking about ideas. We don't typically have a December meeting but need a vote to cancel the meeting.

Nancy: Motions to cancel December 2020 meeting.

Isha: seconds.

All in favor. The Board's next meeting will be in January.

Jack: Normally this time of year we have some sort of social aspect. I don't have any solutions but if anyone can think of a safe way to spread some comradery and good will, that would be nice.

Rick: Possibly a meeting outside.

Will: We've got to start thinking creative about meeting in person.

Jack: One thing we could consider is if we rotate around smaller groups. If we made a point in which we had groups of four meet up for coffee. Over the course of six months, a new Board member could meet everyone in person.

Isha: Another option that would work is if we divide into groups, having half log in via zoom and have the other group live in the station.

Will: Speaking to a couple people about new Board members getting acclimated to the position. We'd like to evolve the way we do that. Looking to create a bit of a mentorship program. Anyone who is interested, please shoot me an email. Once we have something, we can bring that to the full Board for discussion.

Isha: I'd be happy to take part in that.

Nancy: When Bob resigned we were left without our treasurer. Put an add out for the nominating committee. A very specific ask for someone with finance/budgeting skills. If we can have a quick Zoom interview in the month of December.

- **Finance Committee Report**

Renz Kuipers

8:48

No meeting this month. Spoke to Cindy about financials. Soft on revenue but the expenses matched that.

Rick: Found out that the CPB grant was recalculated and was \$24,000 less than expected. Not overly concerned because of the PPP money. If we need to we can bump something from the capital expense down the road.

- **Diversity Committee**

Jennifer Meksraitis

8:55

We have traditionally participated in the MLK parade on January 18. Everyone who has responded doesn't think it's a good idea that WMNF marches in the parade.

Will: A solution proposed is we don't participate but we still pay for our spot.

Mark: What will the parade look like?

Jennifer: We're not sure yet. The concern is that it's tough to control spectators.

David: How much are we paying and can we swap it out for signage?

Jennifer: About \$250.

Emma: What about having a banner included?

Letty: The expense is already budgeted and doesn't need approval. This is just a discussion.

Rick: Would hate for us to be involved in the parade and have it turn out that people aren't wearing masks. Encourage we do PSAs about supporting the MLK parade safely.

Jeff: This is a Martin Luther King parade, and we might want to still consider supporting it. Yes it's a parade but there have also been other protests and street celebrations.

Jack: As an organization, it may be more problematic.

David: It does seem extra stinging to not participate due to the BLM movement. We have a series of crappy choices here.

Rick: When you speak to them, Jennifer, ask them their safety precautions. To Jeff's point, we don't sponsor protests or marches. We want to honor the holiday but honor it the right way.

- **Volunteer Committee Report** **Isha Del Valle** **9:13**
Had our meeting last Monday. Discussed the request for a town hall for the Program Director position. Starting to review some changes to our bylaws. Our next meeting is January 8. Our minutes are in Basecamp.
Rick: Can I get an invite to the next meeting? Also, any orgs or activists I should meet, please make an introduction for me.

- **(PALS: Participation, Accomplishments, Listening and Scheduling)** **Jack Timmel** **9:15**

P: 8, 7, 7, 8, 8, 8, 8, 8, 8, 8, 7, 7, 7, 8
A: 8, 8, 7, 8, 7, 7, 7, 8, 7, 7, 7, 6, 8
L: 8, 8, 9, 8, 9, 6, 7, 7, 7, 8, 9, 8, 8, 8
S: 8, 8, 9, 9, 9, 8, 10, 9, 9, 8, 7, 8, 7, 8,

- **Next Meeting** **Will Greaves** **9:23**
David motions to move the January meeting to Tuesday, January 12. Nancy seconds.
All in favor. The January meeting will be held on Tuesday, January 12.

- **Adjournment** **Will Greaves** **9:27**
Letty moves to adjourn. Jack seconds. All in favor. Adjourned.

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: 11/14/2020