



The Nathan B. Stubblefield Foundation, Inc.

Board Meeting Minutes

Date: 3/15/2021

<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		A
Nancy Cox-Johnson	T		Emmy Lou Fuchs	T	
Isha DelValle	T		Matt Cuffaro	T	
Rick Fernandes	T		Sean Kinane	T	
Letty Valdes	T		David Downing	T	
Jack Timmel		A	Emma Friedman	T	
Dyllan Furness	T		Jeff Stewart		A
Jennifer Meksraitis	T		Mark Schreier	T	
Jennifer Campbell	T				

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 | 7:18 |
| • Roll Call / Proxies
Guest: Cindy Reichard | Dyllan Furness | 7:19 |

- **Agenda review** **Will Greaves** **7:18**
*Mark motions to accept agenda. Nancy seconds.
All in favor.*
- **Acceptance of items on Consent Agenda** **Will Greaves** **7:19**

 - Committee Updates:
 - No meeting held: Bylaws, Nominating, Personnel, Tech, LRP
 - Minutes in Basecamp: Development
- **Attendance Review** **Dyllan Furness** **7:20**
Will: Good standing.
- **Review/Approve Last Month's Minutes** **Dyllan Furness** **7:22**
Minutes approved but did not receive many PALS scores.
- **General Manager Report** **Rick Fernandes** **7:23**
Highlights: Spoke with Susan Glickman from SACE about solar. She recommended to wait and see what happens with Biden and renewables. Spoke with Paul Grove of WEDU. Looking to see if we can coordinate content with them. Sam Hval and Rick met with the head of Gasparilla Music. Sam will take the lead and they're interested in us carrying the festival live on air. We would like to get banners set up on stage. Met with multiple orgs about HD4 as an African American channel. Aim to have a meeting next month to discuss specifics. Shooting for launch on MLK Day or Juneteenth 2022. Met with Glazer Children's Museum about potential partnership. Discussing with AP and Florida Public Media Group about a discounted rate for photos for social media. All station meeting will be this Thursday. Held quarterly CAB meeting. Keypads around the station have been updated. Sam finished her first month and feedback has been positive. First month of only receiving Google Analytics (no Nielsen). Music understandably performing better than public affairs on archive plays. Sam has been meeting with programmers.
Will: Sam really put herself out there to connect with programmers. Kudos.
Rick: Pledge drive—Thursday was weak but Friday was incredibly strong. \$3,000 trailing behind goal. Still not getting data correct regarding how many new members and Circle of Friends specifics. Underwriting is a concern. We're down 46% from where we should be. Laura is optimistic. I'm less optimistic. Car donations are going well. Working with the planned giving committee. My concern is we don't have good relationships with our donors.
HR—Cindy working on reports and PPP loan. Won't know about forgiveness until a later date. Optimistic about getting a grant from CPB through the most recent COVID relief bill. Looking into possibly outsourcing bookkeeper role.
Our interns have started with the news department and social media.
Volunteer committee organizing a virtual appreciation event.

News stories—story about a man who used stimulus check to start a community garden performed exceptionally well on social media.

Nancy: Discussing with Cindy the option of outsourcing. What besides payroll would this bookkeeper take care of?

Cindy: Looking at doing two things. Outsourcing payroll to a company, where employees would put their own time into the computer. It would track their vacation, they could print a copy of their own paystub. This company would file our taxes every week. The other options is hiring someone just to do bookkeeping. They would pay the weekly accounts payable, do underwriting invoices, enter deposits. They would do the financial statements until I take them and analyze them. Next month should have a comparison on what this will cost.

Mark: Is there an accessible data bank that would tell who our high donors are?

Rick: In theory, yes, it would be Allegiant.

David: How many FTEs are we talking about for the payroll?

Cindy: We have a total of 15 employees. Four are part time. 11 are full time.

David: On page six, the underwriting percentage listed is YTD?

Rick: Yes but I don't think it's going to get better.

- **President's Report** **Will Greaves** **7:54**
Had lunch with Sam and Jack. Also met with Renee's Mexican Kitchen and Pro-Copy. Spoke to Jack about the policy review.
Jennifer M: On the policy review call, we got up to speed on how we would address the policies. Jack mentioned the idea of having a database where everyone could access these policies.
Mark: There is a lot of information out there. Some is known, some is unknown. The goal is to gather everything and put it into one place.

- **Finance Committee Report** **Jennifer Campbell** **8:00**
 - 1) \$779k in reserves
 - 2) required to keep 3 month's of average operating expenses in reserves not co-mingled with operating cash
 - 3) which is 5.7 months of operating expenses, above the required minimum
 - 4) \$197k in Parnassus

 - 5) brings us to a total cash and cash equivalent position of \$1.25 million at 3/10/2021

David: Have we had a study done on our reserves and how it compares to other orgs of our size.

Letty: Not to my knowledge.

Finance Committee agrees to conduct a reserves audit.

- **CAB Report** **Nancy Johnson** **8:02**
Met on March 8. Five people attended. Shared with them our goal of promoting PSAs for local non profits.
- **Volunteer Committee Report** **Isha Del Valle** **8:03**
Pamela Robinson (Volunteer Committee, vice chair) and I participated in Sam's meetings with programmers. Programmers were enthusiastic for ongoing teamwork which is exciting to see. Volunteer committee is preparing packages to be sent out in April along with a volunteer appreciation party.
- **LRP Committee Report** **Dyllan Furness** **8:06**
Opening questions or comments about the KPIs.
Mark: Do the figures included account for all revenue? What are the other revenue sources?
Dyllan: Renz would better answer that question. There are additional revenue sources not listed.

David: Is there a minimum monthly donation to join the Circle of Friends?
Rick: \$5.
David: That seems low.
Dyllan: The idea being to avoid excluding anyone who can't afford.
- **Executive Session** **Rick Fernandes** **8:12**
Motion to enter executive session for personnel and priority info.
Isha motions. Jennifer C seconds.
All in favor.
Enter executive session at 8:12 p.m.

Jennifer C motions to leave Exec session
Mark seconds.
All in favor
Leave executive sessions at 9:06 p.m.
- (PALS: Participation, Accomplishments, Listening and Scheduling) **Will Greaves** **9:07**
P 9, 9, 8, 9, 8, 9, 8, 9, 9, 9, 8, 8,
A 8, 7, 7, 7, 8, 7, 7, 7, 8, 7, 8, 8, 8, 7, 8
L 7, 7, 6, 7, 8, 7, 8, 8, 7, 8, 7, 8, 8,
S 9, 10, 8, 8, 8, 8, 9, 8, 7, 9, 7, 8, 8, 7,

- Next Meeting 4/19/2021 Will Greaves 9:12

- Adjournment Will Greaves 9:12
Isha Motions to adjourn
Emmy Lou seconds.
All in favor.

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*
 Dyllan Furness, Secretary

Approved by the Board on: 5/19/2021