The Nathan B. Stubblefield Foundation, Inc.  
Board Meeting Minutes  
Date: 6/21/2021

### Board Member Attendance

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<td>Will Greaves</td>
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<td>Renz Kuipers</td>
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<td>Nancy Cox-Johnson</td>
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<td>Sean Kinane</td>
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<td>Rick Fernandes</td>
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<td>David Downing</td>
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<td>Letty Valdes</td>
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<td>Jack Timmel</td>
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### 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.

### Agenda Item

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<th>Agenda Item</th>
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<tr>
<td>Call to Order</td>
<td>Will Greaves</td>
<td>7:17</td>
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Roll Call / Proxies  
Dyllan Furness  
7:16

Guests: Katarina Lauver, Joe Porter, Julie Scheid, Cindy Reichard, Kathleen Ochsorn

Agenda review  
Will Greaves  
7:19

Jennifer C motions to approve the agenda. 
Jack seconds. 
All in favor. Agenda approved.

Acceptance of items on Consent Agenda  
Will Greaves  
7:20

Committee Updates:
No meeting held: Bylaws, Nominating, Personnel, Tech, LRP, Div
Minutes in Basecamp: Development

Visitor’s Comments  
Will Greaves  
7:20

Kathleen Ochshorn: I have a major issue with cutting news hours. Part of the mission is the local focus and news. Over the years, donors have given because of the news. We had a disappointing fundraiser and Rob’s firing may have been an issue with that. I wish there was an option for remediation for Rob. I think Rob made a bad decision, but it was a crazy time.

Julie: Inviting everyone to be in touch about the upcoming fund drive.

Attendance Review  
Renz Kuipers  
7:28

Renz has had four absences in the last 12 months. Per bylaws, we need to vote on his removal.

Dyllan motions to keep Renz on the Board. 
Isha seconds. 
All in favor.

Review/Approve Last Month’s Minutes  
Dyllan Furness  
7:29

Minutes approved and will be uploaded to the website.

Update on Google Ad Grant  
Joe Porter  
7:30

Joe gives a detailed presentation of the Google Ad Grant, which is not a formal grant but provides certain nonprofits with up to $10k/month in advertisements.
Joe: In the last month, the ad has directed about 3k clicks to the site, 27.4k impressions at a cost of almost $5k (50 percent of the ad grant). The long term idea is that every show will have an ad but people will need to be looking for the genres/shows for the ad to pop up. Targeting the whole state of Florida with targeted keywords. Also targeting the key listening areas. In the future we can look into national and international ads.

Rick: This is an amazing grant. Equals some $120k/year in marketing. It’s a good way to connect with those who aren’t listeners. It also shows we will support each individual show.

David: Any idea about the quality of traffic and the bounce rate?

Joe: It will be tracked in Google Analytics. Ideally we’ll have a significantly better bounce rate, more time on site. The short-term approach is to be expansive but in the long term we’ll aim to be more specific with our searches.

General Manager Report (Attached)  Rick Fernandes  7:51
As a point of clarification about the recent fund drive, Rick notes that the first fund drive of the fiscal year, last October, left us down $45k. Subsequent drives performed better. He is optimistic about making up the deficit.

Highlights: Speaking with WEDU and Tampa Theatre. We’ll be doing a live remote there, playing the music from Summer of Soul. Met with Climate First Bank. Applying for a Florida Humanities grant with Your Real Stories. Met with Feeding Tampa Bay, which will submit PSAs. Had our CAB meeting on June 7. They feel we’re on track in serving the community. The one suggestion was to apply for an AmeriCorp grant to work with the HD 4 channel. Met with Sea Us Rise -- musicians concerned about climate change. Continue to look into endowments. Engineering is looking to clear out clutter from the station. Added a third microphone as we started to have guests back to the station. All new and returning programmers are getting refresher courses. Our remote unit will need to be replaced. Started the new programming schedule. Had a successful Juneteenth event with positive feedback. Regarding programming changes, we did not cancel Two Worlds. We’re looking for a new timeslot and location. News and Public Affairs has been doing well, sticking to the mission. From a Women’s Point of View voluntarily decided not to reapply. Next drives are July 9-10 and July 26-27. Sean, Sam, and Randy will be on Sean’s show to discuss the programming changes. 900 new donors. Over 200 have joined Circle of Friends. Seven have given over $1,000.

Multiple board members applauded recent projects and progress.

President’s Report  Will Greaves  8:17
Jack recommends a Board editorial in support of saving the USF Forest Preserve. Students and professors have opposed the university decision to issue a request for information (RFI). The site contains threatened ecosystems, plants, animals, and indigenous sites.
Sean: It’s a little awkward for me to talk about this because I’m a reporter. There’s a documentary film that came out about this preserve. It was previewed a couple weeks ago. Afterwards someone called up and was angry about some violent language in the film but was wondering why WMNF hadn’t taken a position in support of the students.

Dyllan: What will be the statement’s call to action?

Jack: At the least we can direct people to the website. We can provide information and ways to get involved.

Jennifer C: Motions to have Jack draft a statement to be approved by the Board of Directors.
Letty: Seconds.
All in favor except Mark and Sean, who abstain.

Finance Committee Report

Renz: Our projected year doesn’t look that bad. We have plenty of cash to weather future storms. The Finance Committee’s action today was to approve management going to Climate First Bank.

Jennifer C: Will, please ask the prior Board chairman to the next meeting.

David: Rick, what is WMNF’s relationship, if any, with USF?
Rick: I’m not aware of any.
Jack: Rick, do you feel that this will complicate future relationships?
Rick: I’d prefer this to come from the Board of Directors.

[Conversation returns to USF via messages.]

David: Rick, what is WMNF’s relationship, if any, with USF?
Rick: I’m not aware of any.
Jack: Rick, do you feel that this will complicate future relationships?
Rick: I’d prefer this to come from the Board of Directors.

[Conversation moves to board vacancies.]

Jack: I see that no meeting with the nominating committee was held. Have we had a plan or timeline to fill these?
David: I’ve talked about this with Nancy. She’s the seasoned pro. She recommended August.

Dyllan: Let’s look into other ways than to advertise on air, to reach broader audiences. Possibly via social media.
Rick: I can also connect with some of the African American organizations we’ve been working with.
Jennifer C: More leniency on absences and remote attendance will make these meetings more accessible.
Mark: Bylaws committee will be meeting this week to discuss this.
Julie: We have blog posts announcing these openings, which can be used for social media copy.

**Long Range Planning**  
Dyllan Furness  
8:55
The board discussed feedback to the condensed version of the long range plan. David and Mark expressed concern about the words “youth,” “younger audience,” and “passing the torch.” Dyllan proposed renaming “Passing the Torch” to “Diversity,” and proposed subsection edits to focus on diversity holistically. Board agreed. Jennifer M raised questions about the diversity assessment outlined in the document and suggested the Diversity Committee meet to discuss.

**Diversity Committee**  
Jennifer Meksraitis  
8:52
Mission Calendar this month is pride month. Sean and the news team are doing a great job with programming around that theme. We had a successful Juneteenth.

Isha: Diversity Committee met with the Poetry Is team. Pam Robinson did a great job with Juneteenth. Next year we’re hoping to do a live event. Now that Juneteenth is a national holiday, I think next year we have the opportunity to create a very good event for our community.

Katarina: From a programmer’s perspective--I love the diversity calendar that we have in place. It is wonderful to program to highlight pride, poverty, homelessness. I appreciate the idea and pushing it through.

**Personnel Committee**  
Jack Timmel  
8:58
Two tasks coming up. One is the CPB, which publishes data regarding national salary information. The other is our annual General Manager evaluations. This will probably be in the form of Survey Monkey going out to various stakeholders. We will be looking for feedback from the Board on that.

**Volunteer Committee**  
Isha DelValle  
9:03
We will be looking to fill two seats: Jeff’s which is open and Emma’s which will be opening up.

**Executive session**  
9:02

*Jack motions to enter executive session for personnel reasons.*  
*Jennifer C seconds.*  
*All in favor.*

*Board enters executive session at 9:03pm.*

*Mark motions to exit executive session.*  
*Dyllan seconds.*  
*All in favor. Board exits the meeting at 9:25pm.*
(PALS: Participation, Accomplishments, Listening and Scheduling)  

Jack Timmel  

9:25

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A - 7,8,9,7,8,7,7,7,7,7  
L - 8,10,9,8,8,7,7,7,8,7,7  
S - 7,7,6,7,8,8,8,10,8,8,9,7

Next Meeting 7/19/2021  
Will Greaves  

9:30

Adjournment  
Will Greaves  

9:32

Renz motions to adjourn meeting.  
Emmy Lou seconds  
All in favor. Meeting adjourns.

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: __________________________________________________