



The Nathan B. Stubblefield Foundation, Inc.

Board Meeting Minutes

Date: 5/17/2021

<u>Board Member</u>	<u>P</u>	<u>A</u>	<u>Board Member</u>	<u>P</u>	<u>A</u>
Will Greaves	P		Renz Kuipers		A
Nancy Cox-Johnson	P		Emmy Lou Fuchs	T	
Isha DelValle		A	Sean Kinane	T	
Rick Fernandes	P		David Downing	T	
Letty Valdes	T		Emma Friedman	T	
Jack Timmel	P		Mark Schreier	P	
Dyllan Furness	P				
Jennifer Meksraitis	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	7:16

**Roll Call / Proxies** **Dyllan Furness** **7:18**

**Guests:** Cindy Reichard, Jay Bowman, [List incomplete in draft. Refer to the final version for complete list.]

**Agenda review** **Will Greaves** **7:20**

*Nancy motions to approve the agenda.*

*Mark seconds.*

*All in favor. Agenda approved.*

**Acceptance of items on Consent Agenda** **Will Greaves** **7:21**

Committee Updates:

No meeting held: Bylaws, Nominating, Personnel, Tech, LRP, Div

Minutes in Basecamp: Development

**Visitor's Comments** **Will Greaves** **7:23**

Jay Bowman: Longtime listener and supporter. No longer am because I think the station is taking a different turn. The turn is following the executive director and committee more than considering input from others. I don't understand the reasons for the firing of Rob Lorei. Understand that the board thinks it has to be confidential because it's a personnel matter but it has the appearance of an unfair action. The station and board should take time to address that. Station no longer reflects me and my enjoyment in connection with the station.

**Review/Approve Last Month's Minutes** **Dyllan Furness** **7:28**

Minutes approved and will be uploaded to the website.

**General Manager Report (Attached)** **Rick Fernandes** **7:30**

Highlights: Wrapped up calls with volunteers. Julie Jenkins on a 12-week contract for marketing/underwriting support. Going to help take some of Laura's work load. Glazer Children's Museum partnership shows promise. Volunteer party on the 24th was a success online. Met with Power Stories, a local nonprofit in Tampa, that works on developing stories with young women. Running some PSAs for them starting this Friday. This Friday testing live music showcase from the Palladium. Met with the Community Foundation of Tampa Bay and past board president David Harbeitner to talk about an endowment. They've updated their policies and will provide oversight to endowment funds. Architect came by the station about pro bono consulting work. Sam had her first 90 days review. Met with Sean K and Daniel F about the news department. Updated the COVID procedures to allow a limited number of guests. Staff mostly want to keep the mask policy except in the studio when the mic is on. Sealed and waterproofed the exterior of the building, along with some cosmetic fixes. Won a

grant from the state a year or two ago to replace the chiller part of the AC unit. Looking into the cost of putting another keypad in the studio. Sam has been having an average of four meetings per day. A handful of external people have submitted applications for shows. Deadline is June 3. Plan to finalize the schedule around June 14. Still playing with the Google analytics numbers.

Mark: Do these numbers include streaming?

Rick: Yes, anything that is not broadcast or archive.

Jack: I've seen good info about how the program review process is going. There's an email address that people can send feedback to. What is the process to review that feedback?

Rick: That sends to Julie's email box. Once she gets the emails, she forwards them to Sam, Sean, and me.

Rick: Sean has met with almost all news and public affairs shows. Mark Beiro had his last show. Daniel and Sean's local shows get a lot of engagement. Fund Drives last Monday and Tuesday underperformed. On those two days we raised \$50k, which was short \$29k. We expected that. In the past, the first two drives underperform and the next two days make up for it. We were hoping to add 200 members and we've added 800. We added 250 Circle of Friends members. We've added four new donors who pledged more than \$1,000 and three Circle of Friends at \$1,000. 62 canceled their COF memberships and five reduced the amount. That came out to around \$1,100/month reduction of COFs. Underwriting is underperforming.

Jack: The \$110k underwriting goal in the report, is that by year end?

Rick: Yes. That's why we're bringing Julie Jenkins in now to assist.

Rick: Vehicle donations going strong. Over this year's projection by around \$19k. I think part of that is due to our spots about the cars.

Mark: Do we ever pitch COFs in a similar way?

Dyllan: Heard a pitch that compared COFs to subscription services. Seemed effective.

Rick: Something to look into.

Will: Glazer museum sounds like a great idea. Do we have a timeline?

Rick: Still work being done. I'll try to put together a timeline for the board. They did invite us to their September birthday bash. I know children's museums well from past work.

## **President's Report**

**Will Greaves**

**7:58**

Second reading of the policy change to Section 4.3 of the General Policies and Procedures, wherein station management must obtain three competitive bids for services of \$1,000 and greater, and is expected to go with the "best bidder." Motion is to increase the dollar limit from \$1,000 to \$2,000.

*Jennifer C motions to accept the change.*

*Jack seconds it.*

*All in favor. Motion passes to change the policy as described above.*

*Jennifer C motions to update the check signers of Bank of Tampa operating account to: Laura Taylor, Sean Kinane, Richard Fernandes, Samantha Hval, Jon Greaves, Renz Kuipers*

*David Downing seconds.*

*All in favor. Motion passes to update the check signers as detailed above.*

*Nancy motions to update the signers on all other accounts to: Richard Fernandes, Jon Greaves, Renz Kuipers, Samantha Hval.*

*Emmy Lou seconds.*

*All in favor. Motion passes to update the check signers as detailed above.*

Will: Cindy also needs a signed conflict of interest form. Please sign and send her the form. And we need to submit our proposal to the budget before next month's meeting. Are we going to have a board retreat? Are we going to return to our typical function?

Mark: Can the older members address the Board retreat?

Nancy: In the past we had a board and staff retreat separately. But people felt it was more productive to have the board and the staff together. Not always a ton of accomplishments but it was a great way to open up and communicate. We always hired someone to moderate. We'd discuss goals. I think the retreat is an important thing. As for the fundraiser, I'm hesitant to commit to a big fundraiser. Timing is an issue.

Jack: I think it would be valuable if for no other reason that we have new board members and a GM and programming director.

Dyllan: I'd support a retreat in the fall.

Cindy: That's a busy time of year for me and the station.

Jack: We could shoot for a facilitated retreat in the spring. And a fall social event.

Will: Propose putting the retreat into the budget and lowering the goal for the board fundraiser. We need to decide before our next meeting

Cindy: I need all budget requests by June 18.

Emma: What have we done in the past to raise money for the fundraiser?

Will: Homegrown Heroes. Wine Pulls. Raffles.

David: For the Nominating Committee, we have vacancies. Will, do you have to direct me to start that process?

Will: The one seat we need to fill is Matt's seat. Jeff's is to be filled by the Volunteer Committee. They want to wait until their next elections.

Nancy: I would suggest waiting a month to put it out there. It will probably take two months to interview people. I will forward David some documents.

## **Finance Committee Report**

**Jennifer Campbell**

**8:22**

\$147k grant from CPB American Rescue Plan Stabilization Act came in, the largest factor in helping change the fiscal year end position from a projected loss of \$31k to a projected surplus of \$75k. Underwriting continues to lag. Car donations continue to be strong. Reserves continue to be strong.

Finance Committee recommends outsourcing bookkeeper role to local agency.

Sean: I support this motion but some members of staff have expressed concern of the station moving from FT and PT employees to contractors.

Nancy: What's the logic?

Sean: From an economic justice perspective. For us as a station, we can control that someone receives good benefits, as opposed to leaving it up to the good graces of the company we're contracting with.

Will: How long have we been looking for the role?

Cindy: I have not had it posted. Rick and I talked about this outsourcing idea. Received bids from three people. I was a little hesitant about outsourcing but as of next Wednesday, I will not have any help.

Will: The clients we're looking to partner with only do nonprofits.

Cindy: One of the recent clients was Ronald McDonald House.

Jack: The nonprofit label does not equal economic justice and good hiring practices. Is what's prompting the outsourcing just to try something different?

Cindy: When I started calling some temp companies, I reached out to CPAs etc looking for temp help but these companies didn't want to send somebody. The accounting world has gone more

remote. I've been here 7 years and gone through three bookkeepers. I've never had that experience elsewhere.

Dyllan: Are you saying that you don't think you'll find an employee who will stay?

Cindy: I don't know if I can find someone who will stay.

Mark: Are we contracting for a minimum period?

Cindy: A one year contract.

Dyllan: With the possibility to be hired full time?

Cindy: No.

Sean: This would save the station \$17,000 if we went with Cindy's proposal every year. With respect to these services being done remotely, would that be IT secure?

Cindy: Yes. She will come in and use our VPN. She will be using a desktop in WMNF. Once we convert to the quickbooks online version, that will be secure access.

Letty: As we move towards budgeting, the bookkeeping position should be fully eliminated from next year's budget. My concern is you budget the position and then it gets filled by other stuff, so the position should be fully eliminated. What should be included in the budget should be part time clerical work. Doesn't need to be a bookkeeper.

Rick: A lot of this is driven by Cindy putting in 14 hour days. We need someone more than part time or your typical volunteer coming in.

Jack: What's the disadvantage of having one full time person do it all?

Rick: She's gone through three different people. Something is not working and we're not sure what that is. I'm concerned that we're not willing to pay the right salary for that position. Our benefits are OK here. If we want to be serious about retaining a bookkeeper, we would have to raise the salary a lot more.

Letty: Looking online, our salary is in the range of other bookkeeper salaries in the area.

*Jack moves to accept Cindy's recommended selection of Ellen Fontana to provide monthly bookkeeping services for a fee not to exceed \$1,250 per month for a period of one year. To be funded by reducing the full time bookkeeper salary to part time and a commensurate increase in professional fees.*

*David: Seconds.*

*All in favor. Motion passed as detailed above.*

## **Long Range Planning**

**Dyllan Furness**

**8:55**

Working with a freelance graphic designer to create a brief document outlining our long range plan. Rick brought the idea. The motivation is to make it more accessible for listeners, community partners, and possible donors. Our current plan is comprehensive but dense. The

new document will be more accessible. Content will remain the same. Will have a proof ready soon for the board to review.

### **Diversity and Inclusion Committee**

**Jennifer Meksraitis**

**9:00**

We met and discussed doing an event on Juneteenth around 5:30-7:30pm. Looking for donations for food and drink. Wondering about what funds we have. Besides that, June is Pride Month. I did suggest to Rick that we have someone from Equality Florida be interviewed on one of our public affairs shows.

Rick: Jennifer and Sean, connect offline about what can be done with the mission calendar. What we need is to have someone “own” the Juneteenth day or event. Otherwise it’s split between five people but not one person is in charge.

Jennifer M: Pam is in charge.

Rick: Just as long as she knows that.

### **Technology Committee**

**Emma Friedman**

**9:07**

The technology committee meeting was held on Monday, May 3rd 2021 at 7:00pm. DT needed the tech committee’s approval for a proposal for phone changes recommendations to be included in the 2022 fiscal budget. These changes include, Converting analog and digital phones to one system, using current analog phones as back up in event that digital goes down, and during fund drive all phones will be converted to one phone line (the business line and on-air line). This phone change will create a unified communication system for volunteers and staff. The office number will be converted to cell phones causing messages to save to computers. This system will replace the hard phone with an app that loads a “softphone app” onto computers to make calls without using a physical phone.

We also discussed the updated technology plan schedule for the 2021 year regarding purchasing equipment and updates given by Rick and DT. We are on track according to the long range plan.

Rick: With this phone system, when someone calls your office number, it calls your cell. It also makes it so that volunteers can call from the WMNF number.

Will: Are there minutes from your tech committee meeting.

Emma: Yes.

Will: And who is running Basecamp?

Jack: I’m running the administrative side of things.

Will: If this phone system is for the next budget it needs to be ready for June 18.

Letty: Remember that with the phone, for a nonexempt employee if it calls after hours you may be subject to overtime.

**Personnel Committee**

**Jack Timmel**

**9:17**

Waiting for information to come back from Cindy. Waiting for biannual salary comparisons with CPB. Personnel will also probably be getting together on some level with the policy review. We are chugging along. We've divided it into two attacks as far as how we're reviewing these policies. Jennifer C is helping review and reformat specifics of these policies.

**Executive session**

**9:24**

*Dyllan motions to enter executive session for personnel reasons.*

*Nancy seconds.*

*All in favor.*

*Mark motions to exit executive session.*

*Nancy seconds.*

*All in favor. Board exits the meeting at 9:37pm.*

Dyllan: Given how well we've worked remotely, I suggest we consider changing the bylaws that require in-person board meeting attendance. Perhaps we accept remote attendance half the time. This may make board membership more accessible to more people, who otherwise can't reliably get to the station every month. We should also consider encouraging board members to return in person.

Jack: Had the same thought but I think we should expect in person attendance more than half the time.

The board discussed the merits of changing the bylaws to allow more remote/virtual attendance, as well as reinstating the requirement for board members to attend in person given increasing vaccination rates. The issue will be taken up by the bylaws committee, which will report back to the board at large.

**(PALS: Participation, Accomplishments, Listening and Scheduling)**

**Jack Timmel**

**9:52**

P 9, 8, 8, 8, 8, 8, 7, 8, 8, 8, 9

A 8, 8, 7, 9, 8, 7, 7, 8, 8, 8, 9, 9

L 9, 7, 7, 10, 9, 10, 9, 7, 8, 9, 8, 9, 10

S 8, 6, 7, 7, 6, 8, 7, 5, 7, 7, 7, 9

**Next Meeting 6/21/2021**

**Will Greaves**

**9:55**



**Adjournment**

**Will Greaves**

**9:55**

*David motions to adjourn meeting.*

*Jennifer M 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*  
Dyllan Furness, Secretary

Approved by the Board on: 6/21/2021



Prepared by: Rick Fernandes, General Manager

### **GENERAL MANAGER**

- Completed management evaluations.
- Met with and had numerous calls with Volunteers to discuss program changes.
- Signing a twelve week contract with local marketing company Grapple Hook to assist with Marketing / Branding RFP and local underwriting potential.
- Glazer Children's Museum In-Person Meeting happened on April 21.
- Had lunch with WMNF supporter on April 22
- Attended WMNF Virtual Volunteer Party on April 24
- Virtual Meeting and Software demo with Allegiance April 23
- Met with Policy Review Committee on April 27
- Attended Development Committee meeting on April 29
- Attended Volunteer committee meeting to answer questions on May 3
- Attended Tech Committee meeting on May 3
- Meeting with local nonprofit Powerstories on May 3
- Met with Paul Wilborn of the Palladium Theater on May 12
- Met with Denyve Boyle, *Director of Philanthropy*, Community Foundation of Tampa Bay, and David Harbeitner (Previous WMNF Board President) to restart discussions on Endowment for WMNF on May 13.
- Met with Architect Michael Stinson on May 14
- Sam had her 90 Day review with me on May 14
- Had lunch with Darren Richards of Tucker Hall PR
- Had an off-site meeting with News team to hear their thoughts and ideas of the department moving forward. May 15.
- Updated Station Covid procedures to take effect on June 1.



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

- Completed the exterior painting of the building
- Office de-clutter Phase 1:
  - Newsroom completed & Partial deep cleaning of the news department
  - The Shredding of "Destroy by Date" office documents from the storage room
- Met with the Chair of the technology committee to walk through LRP

Requested HVAC quote from Carrier

- Steve Grum & Mark Donald walk-thru

Reformatting, downloading, and/or scheduling the 10 & 11 am PA hours (ongoing)

- The Takeaway
- Background Briefing
- Tom Hartman
- Economic Update
- Counter Spin
- Alternative Radio

Setting up the conference room for:

- Monday night board meeting (classroom style) with 360-camera and projector setup.
- Laptop for conference room Zoom Volunteer appreciation host
- Laptop in the LMS for zoom visual performance
- PC in the LMS control room for zoom audio performance

Purchased

- 2 Snowball USB microphone for admin/volunteer
- HEPA Filter Air Purifier with UV Light Sanitizer newsroom
- CD's for Premium gifts
- Blank CD for Newsroom (completed)
- SSD drives for admin computers (completed)
- Podcast equipment for podcast studio (ongoing)
  - Preparing a visit to the palladium
  - Importation files for Simcha / MOI / LMS/ Truetalk / (ongoing)
  - Ordered more PPC for station use (ongoing)
  - Requested a Plumber to fix a leak in the kitchen
  - Ordered lights for overhead fixtures



### Security Update

- Received a quote from the security company to install a final keypad outside the air studios doors completing total security to all three air-studio.

### IT

- Changes to DHCP server for assigning the network IP address
- Deploying music library solutions with Flee/Sam - Spotify in studios
- Continued backup software updates
- New volunteer database program research and demonstrations
- New secure wireless networks set up for guests and volunteers
- Stream counts queries and reports by show and daypart
- Synology storage servers firmware updates
- Linux server upgrades
- Cyber insurance review security warning added to organization email for outside sources
- Upgraded Finance (Cindy) to SSD hard drive
- Live Music Studio setup for Volunteer party
- Added additional computer to Newsroom
- Spring Fund Drive

### Web

- Setup interns for posting to website for Newsroom
- Review of website posting policies
- Google Analytics UTM campaign tracking, Google Ads
- Plugin upgrades to prepare for significant WordPress 5.7 upgrade
- App issue with Tip Jar with Big Sea
- Continued development of Community Partners / Nonprofit organizations
- Updates to show, archives, etc. for the previous NPA Director exit
- Staged website updates under development
- Continued creation of Content Delivery Network (CDN) for website media



## PROGRAMING

- The Program Department has been very busy in the midst of program changes!
  - Sam has been taking an average of four meetings a day,
  - Having interviews with on-air applicants with and without existing shows.
  - The deadline to apply and schedule a meeting is June 3, then from June 4 to June 14, Sam will be finalizing the schedule and calling programmers to let them know where their show is.
  - June 14, we also release the final schedule to the public, then we'll implement it on June 21.
- To prepare for the upcoming budget decisions, Sam has asked Linda and the Events Committee to estimate a profit from the events we have tentatively planned starting July 2021. Sam will relay this information to me sometime early next week.
- Sam is covering Jeff's Wednesday Morning show since his announced departure.
- Sam is learning about the board and studio, what it's like to be a WMNF programmer from firsthand experience, as well as practicing the proposed daytime music mix.
- She'll continue to cover the show until program changes begin.

Here are the latest streaming numbers from Google Analytics! Again, these numbers should be taken with a grain of salt, as Fitz and Sam gather more data over time and collect psychographics as well:

### Top Listened to Shows on Main Channel/HD1, from April 18 - April 24, 2021

1. The 60s Show (2 hours, Sat Noon-2pm)
  - a. Average of 529 listeners
  - b. Most listened to time: Sat 1:15pm, 541 listeners
2. The 70s Show (2 hours, Sat 2-4pm)
  - a. Average of 422 listeners
  - b. Most listened to time: Sat 2:
    - c. 15pm, 460 listeners
3. Morning Show Wednesday (Jeff hosted during this period, 3 hours, 6-9am)
  - a. Average of 397 listeners
  - b. Most listened to time: 8:45am, 451 listeners
4. Morning Show Tuesday (3 hours, 6-9am)
  - a. Average of 386 listeners
  - b. Most listened to time: 8:45am, 451 listeners
5. Acoustic Peace Club (2 hours, Sat 10am-Noon)
  - a. Average of 425 listeners
  - b. Most listened to time: Sat 11:45am, 436 listeners



6. Democracy Now! (1 hour, 5 days a week, 9-10am)
  - a. Average of 353 listeners
  - b. Most listened to time: Wednesday 9:15am, 421 listeners
7. Freak Show (2 hours, Tues 6-8pm)
  - a. Average of 401 listeners
  - b. Most listened to time: Tues 6:45pm, 412 listeners
8. Morning Show Thursday (3 hours, 6-9am)
  - a. Average of 342 listeners
  - b. Most listened to time: 8:45am, 394 listeners
9. Morning Show Friday (3 hours, 6-9am)
  - a. Average of 351 listeners
  - b. Most listened to time: 8:45am, 391 listeners
10. Florida Folk Show (1 hour, Sat 9-10am)
  - a. Average of 365 listeners
  - b. Most listened to time: Sat 9:45am, 371 listeners

#### **NEWS & PUBLIC AFFAIRS**

- Sean has met with almost all of the current public affairs hosts to discuss ideas for their shows in the new schedule. Most are interested in renewing, and all of those are open to the following improvements we're implementing:
  - Programmers and NPA director will work together to coordinate topics, including the WMNF Mission Calendar segment;
  - Programmers will create news stories ("posts") on wmnf.org for each episode of their shows;
  - Programmers will complete self-evaluations and review with the NPA director; will forward-promote shows.
- Public Affairs had been alternating weeks with Alternative Radio, and Economic Update on Tuesdays at 10am because Richard Wolff's show is only 30 minutes weekly.
- Listeners often asked that we play both shows each week. So that's what we started doing on May 4. Each Tuesday at 10am, we now play Economic Update followed by FAIR's CounterSpin (a critique of the media -- it used to be on our main channel).
- Hat tip to WMNF News volunteer Lisa Marzilli for that suggestion. That means we can also play Alternative Radio every week. We're still trying to figure out its time slot.
- In the new schedule, we're trying to avoid shows that alternate weeks. Sean has spoken with the hosts of Sustainable Living, Health and Nutrition, the Surly Feminists (MidPoint), and Janet/Shelley (MidPoint). All of them are open to doing shows every week in the new program schedule rather than alternating weeks.



- One host of From a Woman's Point of View has been out on medical leave. She now plans to return on May 27.
- Mark Biero's final WMNF show was April 27. Sean recorded a video of the last few minutes of his show as he signed off. It's at [youtube.com/wmfnnews](https://youtube.com/wmfnnews) and was on the front page of [wmnf.org](http://wmnf.org) for a week.
- Sean is in the process of recording new promos for our HD3 channel, so we have a variety of voices, not just the former NPA director.
- NPA has two interns right now. They're helping some of the public affairs hosts publish news stories of their shows on [wmnf.org](http://wmnf.org)
- As of May 7, two of Daniel's WMNF News stories were among the seven most visited pages on [wmnf.org](http://wmnf.org) over the previous month, including one story with more than 45,000 views:
  - WMNF | Daily Beast: Greenberg confession letter says he and Matt Gaetz raped 17 year old – WMNF 45,031
  - WMNF | Black Lives Matter march draws hundreds in Tampa, but organizers say HB1's chilling effect is already taking hold – WMNF 19,147

## **DEVELOPMENT**

Pledge Drive Days Results: The first of the Monday/Tuesday drive days underperformed. The original goal was \$80,000, adjusted down with input from staff to \$72,010.

- The results:  
Monday/Tuesday-\$ 50,055.55.  
The overall shortfall factoring in the original \$80,000 is \$ 29,944.45.
- As for Wednesday/Thursday, May 19, and 20, Laura has lowered the \$62,000.00 to \$57,200.00, or \$4,800 less.  
Assuming those goals are reached, we would still be at a shortfall of \$ 34,744.45.
- The week of June 24, Laura can have Ian pull a lapsed list and contact donors as well.

## **NEXT DRIVE DATES**

July	Friday, Saturday	7/9,10	68,000.00
July	Monday, Tuesday	7/26,27	80,000.00



Laura's August contingency dates and goals:

August Emergency Contingency Wednesday, Thursday, 8/18, 19	\$62,000
August Emergency Contingency Friday, Saturday 8/27, 28	\$68,000

#### DEVELOPMENT PLAN GOALS

- Membership KPI (Current and Lapsed Donors)  
Goal: \$702,040 (approved goal/year to date actual: \$456,555.11 but in April down \$1,639 from last month.
- Membership Growth Goal:  
200 Members (lapsed, renewals, new) – Actual 800  
230 Circle of Friends members – Actual 250

Alligiance reports show the following year to date:

#### New Donors:

Count – 800

Amount Pledged - \$107,684.09

Average Amount - \$134.61

\$1,000+ Pledge - 4

#### First Time COF:

Count – 250

Amount Pledged - \$34,369.91

Pledged Average - \$137.48

\$1,000+ COF – 3

There were no first-time donors in April or first-time COF pledges over \$1,000.00, so the numbers remain the same.

#### Cancelations:

62 COF Cancelations, % COF Reductions, \$1,112.47/Month

#### BOARD KPIs:

- Increase the number of Circle of Friends members by 10 percent---currently at 7%
- Increase the average Circle of Friends contribution to \$15---currently at \$13

Key Tactics to increase Circle of Friends and New members:

In months when we are not having a drive (February and April), we announced on-air, online, and through social media how many new members we have and need.

Update: Alligiance shows we have reached that goal through pledge drives!





Underwriting KPI Goal: \$110,000

Actual: year to date: \$26,321.55.

This KPI is not being met.

Underwriting continues to run at a deficit.

New contacts this month: Laura was off much of April due to personal time off. She is awaiting a banner ad contract from homelight.com.

Other Development Projects KPI Goal: \$42,000

Vehicle donations continue to out-perform. Year to date, we have received \$40,801.32 or are over budget by \$19,801.32.

### Grants

Goal: one unbudgeted grant

- Laura, Rick, DT, and Max submitted the first draft of a PECO State equipment grant to replace our HVAC system.
- We eliminated the uninterrupted power supply system (UPS) from this grant, planning to approach Hillsborough County with a proposal.
- The HVAC system would include air purifiers that would help with pandemics like COVID-19.
- The UPS ensures we never lose electric supply if we lose power and depend on our backup generator.

Goal: Major Giving:

Increase Amplifiers to get 30 donors to give or \$1,000 or more.

In April, there were no new \$1,000+ donors nor COF who pledged \$1,000+.

Planned Giving: The Development Department will continue vital work in this area. In the Fiscal year 2018-19, planned gifts helped WMNF realize a profit.

- The Planned Giving Subcommittee of the Development Committee has resumed monthly meetings.
- We are working on specific asks for donor prospects to determine what they would most likely fund.
- Laura is reviewing a wealth screening module as well as an Allegiance service that also provides similar donor information.
- As well, the Development Plan says:  
The Board will identify three high net worth individuals and introduce them to the GM.



### **FINANCE / HUMAN RESOURCES**

- Posted Internally Director of News & Public Affairs position
- Contracted Grapple Hook Marketing/Julie Jenkins for 12 weeks to help with marketing/underwriting
- Wrapping up employee annual evaluation process
- Completed and submitted all quarter-end reports
- PPP loan forgiveness application in the process to be submitted shortly.
- Budget preparation as 2022 Budget kickoff on May 20
- Finalizing selection of external Bookkeeper services
- Cindy and Laura will be virtual be attending the PMBA conference June 1<sup>st</sup>-June 4<sup>th</sup>  
-Topics covered, CPB compliance, underwriting, HR topics, and planned giving.

### **Volunteer/Outreach Department**

- Virtual Volunteer 2020 Appreciation Party on Saturday, April 24, 2021, was a hit – Only positive feedback was received. Congrats to those who were honored and thanks to those who helped produce & those who attended.
- Any Board Members that have not received a Volunteer gift package for RadioActive volunteers, please contact [missjulie@wmnf.org](mailto:missjulie@wmnf.org). We would love you to have those items.
- Continuing to work with an intern, Ella Wertz, on updating a spreadsheet of nonprofits for Rick to contact. Any ideas, send to [missjulie@wmnf.org](mailto:missjulie@wmnf.org), please.
- Attended an April demo for Volunteers on "Get Connected," a volunteer database software program. It is a possible alternative to SignUp Genius, with upgraded branding and reporting potential. Also, has fuller volunteer profiles with more extensive contact information and retention of shifts worked.
- Seeking phone answerers and supervisors, food donors, and tally help for the May membership drive dates (Wed/Thurs – 5/19 & 5/20). Please contact Julie at [missjulie@wmnf.org](mailto:missjulie@wmnf.org) or 813-865-8261 to schedule a shift or two... Or to recommend a restaurant or caterer to contact.

2020-2021 WMNF Pledge Drives

Month	Day	Date	Theme	Goal	Actual
October	Monday, Tuesday	10/05 , 10/06	Pre-Election	\$ 80,000.00	\$ 62,944.34
October	Wednesday, Thursday	10/14, 10/15	Pre-Election	\$ 62,000.00	\$ 46,103.80
October	Friday, Saturday	10/23, 10/24	Pre-Election	\$ 68,000.00	\$ 56,231.09
Nov.Dec.	No Drive, EOY Letter			\$ 50,000.00	\$72,159.95
January	Sunday, Monday	1/10, 1/11	Good Ridence 2020!	\$ 53,000.00	\$ 56,008.22
January	Tuesday, Wednesday	1/19, 1/20		\$ 73,000.00	\$ 71,431.66
February	No Drive				
March	Thursday, Friday	3/11, 3/12	Spring Has Sprung	\$ 66,000.00	\$ 60,590.88
March	Saturday, Sunday	3/20, 3/21		\$ 48,000.00	\$ 58,806.48
April	No Drive				
May	Monday, Tuesday	5/10, 5/11		\$ 80,000.00	\$ 50,055.55
May	Wednesday, Thursday	5/19, 5/20		\$ 62,000.00	\$ -
June	No Drive				
July	Friday, Saturday	7/09, 7/10		\$ 68,000.00	\$ -
July	Monday, Tuesday	7/26, 7/27		\$ 80,000.00	\$ -
POST PLEDGE DRIP	10 Drives			\$ 35,000.00	\$ -
TBD	If needed*				
* This will be to make up any additional short falls					
				<b>Total</b>	\$ 462,172.02
				<b>Goal</b>	\$ 713,000.00
				<b>Current Short Fall</b>	\$ 250,827.98

PLEDGE DRIVE ACTUALS												
Goals	October	November	December	January	February	March	April	May	June	July	August	September
Sunday	\$ 15,000.00	\$ -			\$20,337.30		\$18,960.26					
Monday	\$ 38,000.00	\$27,425.14			\$35,670.92			\$21,093.52				
Tuesday	\$ 42,000.00	\$35,519.20			\$38,608.32			\$28,962.03				
Wednesday	\$ 31,000.00	\$25,135.19			\$32,823.34							
Thursday	\$ 31,000.00	\$20,968.61				\$22,629.28						
Friday	\$ 35,000.00	\$30,821.35				\$37,961.60						
Saturday	\$ 33,000.00	\$25,409.74				\$39,846.22						
End of Year	\$50,000.00			\$72,159.95								
Post Pledge Drip	\$ 3,500.00		\$ 13,783.70			\$6,639.46						
Month Total		\$ 165,279.23	\$ 13,783.70	\$ 72,159.95	\$134,079.34	\$ 6,639.46	\$ 81,435.76	\$ -	\$ 50,055.55	\$ -	\$ -	\$ -
RUNNING TOTAL		\$ 165,279.23	\$ 179,062.93	\$ 251,222.88	\$ 257,862.34	\$ 264,501.80	\$ 345,937.56	\$ 345,937.56	\$ 395,993.11	\$ 395,993.11	\$ 395,993.11	\$ 395,993.11

DONATED VEHICLES ACTUALS												
Goal	October	November	December	January	February	March	April	May	June	July	August	September
Month Total Dollars	\$ 36,000.00	\$ 3,121.00	\$ 3,934.04	\$ 2,769.00	\$3,680.00	\$ 5,872.00	\$ 4,919.32	\$ 15,158.38	\$ -	\$ -	\$ -	\$ -
Month Total Vehicles	9	26	12	5	6	6	17					
RUNNING TOTAL DOLLARS		\$ 3,121.00	\$ 7,055.04	\$ 9,824.04	\$ 13,504.04	\$ 19,376.04	\$ 24,295.36	\$ 39,453.74	\$ 39,453.74	\$ 39,453.74	\$ 39,453.74	\$ 39,453.74
RUNNING TOTAL VEHICLES		26	38	43	49	55	72	72	72	72	72	72

UNDERWRITING DOLLARS												
Goals	October	November	December	January	February	March	April	May	June	July	August	September
ON-AIR	\$ 110,000.00	\$ 7,945.00	\$ 3,290.72	\$ 4,824.44	\$ 3,744.76	\$ 1,164.55	\$ 3,906.78	\$ 2,945.00				
STREAMING	\$ -	\$ -										
ON-DEMAND	\$ -	\$ -										
DIGITAL ADV	\$ -	\$ -										
Month Total		\$ 7,945.00	\$ 3,290.72	\$ 4,824.44	\$ 3,744.76	\$ 1,164.55	\$ 3,906.78	\$ 2,945.00	\$ -	\$ -	\$ -	\$ -
RUNNING TOTAL		\$ 7,945.00	\$ 11,235.72	\$ 16,060.16	\$ 19,804.92	\$ 20,969.47	\$ 24,876.25	\$ 27,821.25	\$ 27,821.25	\$ 27,821.25	\$ 27,821.25	\$ 27,821.25

UNDERWRITERS												
Goals	October	November	December	January	February	March	April	May	June	July	August	September
ACTIVE	need to establish											
NEW UNDERWRITER	0	1	0	0	2	0	0	0				
N.U. RUNNING TOTAL		1	0	0	2	2	2	2	2	2	2	2
CONTACTED	need to establish	3	4	4	2	3	3	1				
C. RUNNING TOTAL		3	7	11	13	16	19	20	20	20	20	20

CIRCLE OF FRIENDS Finance												
Goals	October	November	December	January	February	March	April	May	June	July	August	September
1st CC \$	\$ 14,000.00	\$ 5,476.86	\$4,833.73	\$ 6,691.47	\$ 6,348.17	\$ 6,484.12	\$ 7,660.08	\$ 7,709.23				
15th CC \$	\$ 14,000.00	\$ 8,510.00	\$ 8,390.45	\$8,615.35	\$ 8,360.35	\$ 7,995.59	\$ 7,845.75	\$ 7,522.42				
1st Monday EFT \$	\$ 8,000.00	\$ 23,752.28	\$ 25,048.91	\$ 23,511.78	\$ 23,817.39	\$ 23,642.23	\$ 23,243.07	\$ 23,884.05				
3rd CC Rejected \$	\$ -	\$ (451.37)	\$ (411.36)	\$ (591.44)	\$ (428.45)	\$ (431.26)	\$ (212.15)	\$ (443.93)				
18th CC Rejected \$	\$ -	\$ (470.48)		\$ (432.09)	\$ (499.76)	\$ (593.26)	\$ (265.88)	\$ (458.02)				
1st Wed EFT Rej. \$	\$ -	\$ (125.79)	\$ (115.75)	\$ (297.50)	\$ (297.70)	\$ (204.53)	\$ (130.20)	\$ (77.50)				
4th CC ReBilled \$	\$ -	\$35.00	\$ 107.38	\$ 100.00	\$ 50.00	\$ 43.00	\$ 41.00	\$ 87.38				
19th CC ReBilled\$	\$ -	\$ 80.00		\$ 106.00	\$ 80.00	\$ 70.00	\$ 25.00	\$ 94.76				
1st Thur EFT ReBilled. \$	\$ -	\$ 25.00	\$ 7.38	\$ 40.00	\$ 10.00	\$ 25.00	\$ 70.00	\$ -				
1st CC Variance \$	\$ -											
15th CC Variance \$	\$ -											
1ST Mon EFT Var. \$	\$ -											
COF Cash/Check						\$ 568.29	\$ 380.95					
Month Total		\$ 36,691.50	\$ 37,745.98	\$ 37,497.57	\$ 37,300.00	\$ 36,892.89	\$ 38,708.96	\$ 38,517.20	\$ -	\$ -	\$ -	\$ -
RUNNING TOTAL		\$ 36,691.50	\$ 74,437.48	\$ 111,935.05	\$ 149,235.05	\$ 186,127.94	\$ 224,836.90	\$ 263,354.10	\$ 263,354.10	\$ 263,354.10	\$ 263,354.10	\$ 263,354.10

1st CC - Lost Member	10	2	3	1	1	2	1	17				
15th CC - Lost Member	10	5	1	0	0	3	1	20				
1ST Mon EFT - Lost Member	5	8	5	11	11	7	3	24				
1st CC ReBilled #	9	3	7	5	4	3	2	8				
15th CC ReBilled#	8	7	11	8	3	9	1	3				
1ST Mon EFT ReBilled#	5	2	7	3	1	4	2	0				