## The Nathan B. Stubblefield Foundation, Inc.

### Board Meeting Minutes

**Date:** 11/15/2021

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<tr>
<th>Board Member</th>
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<td>Will Greaves</td>
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<td>Mark Schreier</td>
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<td>Nancy Cox-Johnson</td>
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<td>Emmy Lou Fuchs</td>
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<td>Isha DelValle</td>
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<td>Cindy Reichard</td>
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<td>Jack Timmel</td>
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<td>Scott Elliott</td>
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<td>Dyllan Furness</td>
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<td>Greg Vannette</td>
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<td>Jennifer Meksraitis</td>
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<td>Joellen Schilke</td>
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<td>Jennifer Campbell</td>
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<td>Julie Scheid</td>
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<td>Amina Spahic</td>
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<td>Cameron Dilley</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.
<table>
<thead>
<tr>
<th>Agenda Item</th>
<th>Lead</th>
<th>Time</th>
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<tbody>
<tr>
<td>Call to Order</td>
<td>Jack Timmel</td>
<td>7:15</td>
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<tr>
<td>Roll Call / Proxies</td>
<td>Jack Timmel</td>
<td>7:16</td>
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<tr>
<td>Guests: Mary James, Sean Kinane, Michael Mainguth</td>
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<tr>
<td>Agenda review</td>
<td>Jack Timmel</td>
<td>7:17</td>
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<tr>
<td>Nancy motions to approve the agenda.</td>
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<td>Jennifer C seconds.</td>
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<td>All in favor. Agenda approved.</td>
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<tr>
<td>Acceptance of items on Consent Agenda</td>
<td>Jack Timmel</td>
<td>7:18</td>
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<tr>
<td>Committee Updates:</td>
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<td>No meeting held: Nominating, LRP, Finance Minutes in Basecamp:</td>
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<tr>
<td>Introduce New Board Members</td>
<td>Jack Timmel</td>
<td>7:19</td>
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<tr>
<td>Attendance Review</td>
<td>Dyllan Furness</td>
<td>7:25</td>
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<tr>
<td>Visitor's Comments</td>
<td>Jack Timmel</td>
<td>7:26</td>
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<tr>
<td>No comments</td>
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<tr>
<td>Elections</td>
<td>Jack Timmel</td>
<td>7:28</td>
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Jack facilitates and explains board elections and committee selections

Jack: Does anybody have any questions regarding these officer positions?
Nancy: I have a question Jack, I wasn’t sure if we were going to have guests here for this?
Jack: What I am planning on doing is this portion will be open but if there is any runoff and discussion I will put them in the waiting room and pause the recording because that is personal discussion.
Nancy: Thank you

Jack: Does anyone have any nominations for president for 2022?
Nancy nominates Isha, Isha accepts
Joellen nominates Jack, Jack declines
Julie nominates Mark, Mark declines
Jennifer M nominates Nancy, Nancy declines

Board votes to elect Isha for President: Vote is unanimous
Jack: Any nominations for first vice president
Jennifer M nominates Jack
Nancy and Dyllan nominate Dyllan

Jack: Any nominations for 2nd Vice President?
Isha nominates Nancy, Nancy Accepts
Emmy Lou nominates Dyllan

Jack: Any other nominations for those three positions?
No other nominations, Jack transfers the meeting to Isha. Recording is paused for election discussion. Guests and electees are moved to the waiting room temporarily.

Isha: For first VP the board has voted Jack T and for second VP Dyllan F. Congratulations.
The voting was unanimous
Jack is elected first Vice president, Dyllan is elected second Vice President

Jack: Taking nominations for the position of secretary?
Jennifer C nominates Emmy Lou, Emmy Lou accepts
Voting is unanimous
Emmy Lou is elected secretary

Jack: Any nominees for Treasurer?
Mark and Jennifer C nominate Greg, Greg accepts
Voting is unanimous

Jack facilitates and explains board committee selections

Committee selections
Finance - Greg(chair), Isha, Jennifer C, Joellen, Julie
Bylaws - Mark(chair), Jennifer M, Greg, Jennifer C
CAB - Dyllan(chair), Scott, Emmy Lou
Development - Emmy Lou(chair), Cameron, Jennifer M
Diversity - Scott(chair), Mark, Isha, Jennifer M, Dyllan, Emmy Lou
LRP - Cameron(chair), Dyllan, Scott, Nancy Amina
Nominating - Nancy(chair), Mark, Julie, Jennifer C
Personnel - Jack(chair), Mark, Jennifer M, Dyllan, Cameron
Technology - Joellen(chair), Jack, Amina

Jack: Thank you everybody.
Julie: Will this be on Basecamp?
Jack: Yes
Cameron: Can we make sure all these positions get communicated to our volunteers?
Julie: They will all be listed on the website.
Joellen: I will be sending out a notification to them.
Jack: I have to leave. I am glad I could ___ that. I will transfer the meeting to the new president Isha.
Isha: Julie will update everyone on committees.
Minutes approved and will be uploaded to the website.

General Manager Report (Attached) Cindy Reichard 8:06

Mike Bagley is now on staff 10 hours a week as alternative music director. There are three positions open at this time. The general manager position closes Friday with 120 applicants so far. The operations assistant position closed Friday and interviews are being conducted.

Sean has hired Arielle Stevenson as senior reporter. I have given approval that we will not have headline news at 6:30am until training is completed for the next couple of weeks. We are in the process of outsourcing payroll for January 1st and training staff on pay velocity. There was a glitch in quickbooks with an update/firewall issue. Adjustments had to be made with payroll, this is why finances are delayed.

Still waiting for the first check from the DEO grant, they are behind on sending out the first quarter. Laura and I submitted the CPB grant recertification. We were rewarded $104420. This month we will be paid out 70% of that and in March get the balance.

CPB is doing spot check compliances making sure people are following the communication act.

WMNF will receive a refund of 4100 this month from a surplus at public access media which will cover our $4000 dues.

We had three mini fun drives. Sean, Sam and Laura are the lead on making a new fundrive plan. Plan was submitted last week but I rejected it for having too many days.

Cameron: If I can I would just like to make two points. I think we are one of the only stations in the country that pitches individual show goes vs station goals. I think it should be an overall station project. One of the things that I hear that turns listeners off is the individual begging, screaming, etc to make “My individual goal”. It is a huge turn off and I think it would pull us together as a community to have collective goals. I’m not suggesting that we do not track and measure how shows are performing. The second point is that this raises the real elephant in the room that the station is just far too dependent on revenue from just opening the mic for the same population. We are asking fewer of the same audience members for more money every time we open the mic which is proving not to be a sustainable model we have to as a station start to adopt best methods for generating revenue.

Jennifer C: I will echo that. I worked a couple shifts on the phone and I had several listeners not sure where to put their money with individual shows.

Cameron: No one else does individual show goals in public media. It’s an obsolete and toxic practice.

Joellen: At NPR they have individual day goals and that is helpful. Until we have good digital or any marketing and social media around the fundrives I don’t think any of our fundrives will succeed unless we are telling people besides on the air that we are having a fundrive.

Cameron: There are also programming strategies we can use to build up audience participation. Giving to the station is an emotional and financial decision.
Continued report..

I am working with the FCC attorneys for the billinal ownership report that is due. Board members need to submit their questionnaires.

I have been attending the sustainability society meetings and have been calling donors who have made a donation of $500 or more. This is taking more time than expected. I have made about 40 percent of the calls so far.

We held our first meeting with info tech.

Nancy attended the non profit appreciation day as I was dealing with the quick book issue. Looking to get the condenser fan and remote control box fixed transmitter site.

Currently having refresher course training for programmers.

Sam has been working with getting concerts backup and going – Uke it out! December 4th and John Prine tribute show January 8th are planned.

Congrats to the News department for making $3793.31 over goal in the fundrive.

We had an outreach table at the blues and wine festival and WMNF will be at present at sanding ovations

Pled drive results: $7600 down opposed to $18000 at the beginning. There is a goal of $70000 to make by the end of the year

Giving Tuesday is on Nov 30th

Car donations are down but had a large boat donation of $17877.

Mark: I have a couple questions. Have we heard anything from the CPB about the reason for the decrease in funding?

Cindy: I think it has to do with that last year they changed their tiers of how they calculate. It depends on your contributions, how much in kind you get etc. I have to do a report called an AFR report that takes all our finances, and it comes up with this non-financial support so they calculate and decide on a lot of factors. I think it’s based on our underwriting being down last year, our contributions being down and the new way they are doing the tiers for the calculations. The real reason they changed this is that smaller stations, which we are not considered by the way, would get some more funding and not just the large stations.

Mark: Will we hear if it has anything to do with their spot checking on the compliance with the communications act?

Cindy: I’m gonna say it does not have to do with that. They would have notified us if they saw something wrong.

Mark: My other question which I think you answered is when you talk about working with the FCC autrony on our biannual report. The report says working “without” but that’s working “with” right?

Cindy: yes that is a mistake.

Finance Committee Report    Jennifer Campbell

We have recirculated the language in the investment policy statement amending 4.8.2 to bring it up to more current terminology and vocabulary to more closely mirror the investment policy statement of the Community Foundation of Tampa Bay where we are putting our endowment. The finance committee brought this to the board last month and it was adopted unanimously. AS per our policy it requires a second reading and has been posted for 30 days at the station.

Jennifer C: I would like ask for a motion to accept the language as presented and recommended by
the finance committee and adopted by the board last month

Mark motions, Joellen seconds.
All approved but Cameron abstains
Amendment to investment policy 4.8.2 passes

Diversity Committee

Jennifer Meksraitis 8:37

We discussed adding “Ageism” to the diversity calendar. Decided on adding it as a sub topic. Considering reaching out and partnering with organizations such as meals on wheels, and ideas of listeners or volunteers calling in and talking about how ageism has affected them. This subject is suggested by a listener who is very interested in the topic and us doing something about it. As discussed in our meetings there is a broad category but there are lots of dates, celebrations or holidays that fall outside of the broad category and there is lots of flexibility to touch on these within the broad category. We also discussed Isha’s project, the Bautista project.

Isha: I got approval with Cindy to host a holiday drop off drive for items to support a local organization called the Bautista Project. They work with the homeless where we are located. I came across this group at the Gasparilla music festival. The volunteers were passionate and excited about their mission, and it felt like a great opportunity for the station to reach out to our community. They have prepared a list of items that they need to prepare for the outreach they do. They provided their top priorities and other items as well. We will prepare an area at WMNF where people can drop off items and WMNF can then pass them off to the Bautista Project. They are very excited to work with us.

Julie: I had a question about ageism. Does it only apply to seniors?

Jennifer M: I didn’t define ageism. It is a very broad topic. To that particular listener it applies to topics around job discrimination. This is my interpretation of it but at a certain point you get aged out, you’re not relevant as far as technology etc. There are a lot of examples but in particular I think i’m generalizing particularly about what the listener was talking about but millennials are also stereotyped, every age group is in some way stereotyped. It’s a very broad topic and issue. I’m not one to define it. We also sort of said this is very broad and we understand the discrimination aspect of it. We are going to add senior citizen day and a day that specially deals with ageism in October. The calendar is not just about programming or themes but also about outreach and events. Anyway, It doesn’t particularly just apply to seniors, no.

Cameron: This approaches a topic that Joellen and I would like to speak to the volunteer committee about. We would like to reactivate our radioactivist heritage and brand at WMNF and do projects that are focused on outreach and community impact with mission aligned organizations. Trying to pair with one of these every month or every other month that gets our volunteers focused on outreach and community impact. That is how we are really going to grow the audience and make this station more current, relevant, and impactful in the community and will come back to us in return in listener support. These are our natural allies. We really want to use this to bring the programmers and volunteers together around our station’s mission. Outreach and community impact are essentially for our survival. It’s good to get outside of our bubble and out in the community. Recruiting and encouraging comradery to build relationships and growth.
Joellen: The volunteer committee wants to do a survey of the volunteers in January. To reconnect volunteers to the station there has been a disruption over the last few years. We want to reestablish good lines of communication and complete the survey. We appreciate the great communication about the GM search to establish trust. We are really interested in being active partners and active commentators with the volunteer committee and stakeholders at WMNF. The Toxic behavior and distrust won’t go away until it gets addressed somehow and the volunteer committee is a good place to start. I’m all ears for anyone who wants to talk.

Cameron: I want to echo what Joellen said. I think a lot of the confusion and controversy around changes was a lack of understanding between volunteers and programmers about the fact that the changes were not the vision of the GM but the board’s long range plan and that the GM was implementing the goals of the LRP on behalf of the board. I want to float the idea of having board and LRP members to participate in the all station meeting to really communicate those ideas and goals.

(PALS: Participation, Accomplishments, Listening and Scheduling)

Isha DelValle 8:54

Next Meeting 1/24/2022 Isha DelValle 9:00

Adjournment Isha DelValle 9:07

No meeting is held in December

Jennifer C motions to adjourn the meeting. Mark 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:
Emmy Lou Fuchs, Secretary

Approved by the Board on: