



The Nathan B. Stubblefield Foundation, Inc.

Board Meeting Minutes

Date: 10/18/2021

<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	T	
Nancy Cox-Johnson	T		Emmy Lou Fuchs	T	
Isha DelValle	T		Julie Scheid	T	
Cindy Reichard	T		David Downing	T	
Letty Valdes	T		Emma Friedman		A
Jack Timmel	T		Mark Schreier	T	
Dyllan Furness	T				
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	7:19
Guests:		7:20

Roll call **Dyllan Furness** **7:21**

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

Committee Updates:

No meeting held: Nominating, LRP, Bylaws,

Minutes in Basecamp: Development, Diversity

Dyllan motions to accept agenda.

Nancy seconds.

All in favor.

Volunteer Committee **Isha Del Valle** **7:22**

New members are Cameron Dilley, Amina Spahic, JoEllen Shilke, Michael Bagby.

Attendance Review **Dyllan Furness** **7:26**

All in good standing.

Review/Approve Last Month's Minutes **Dyllan Furness** **7:26**

Approved.

General Manager Report (Attached) **Cindy Reichard** **7:28**

Cindy proposes to change check signers until we have a new GM.

Jon Greaves

John Timmel

Sean Kinane

Laura Taylor

Samantha Hval

Renz motions to approve changes.

Mark seconds.

All in favor. Motion approved.

Cindy shares how proud she is of the team for GMF success. For the last four drives we are down about \$12,000. A more thorough report is coming next month.

New Candidate Interviews**David Downing****7:32**

Scott Elliott interview - 7:32-7:45

Josh Sheridan interview - 7:45-8:00

Renz presents the Finance Report as the Board awaits the arrival of candidates.

Finance Committee Report**Renz Kuipers****8:04**

Year end numbers are coming in and audit is coming up. Looking at a \$130k surplus but about \$160k came from PPP and \$150k from a stabilization fund. Car donations continue to do well. Sent an email update about changes to investment language. Finance wants to update the language to be more in sync with today's investment lingo including more socially responsible language. This will also align us with the Community Foundation of Tampa Bay.

New Candidate Interviews (continued)**David Downing****7:32**

Greg Vannette interview - 8:07-8:15

Jean Kozlowski interview - 8:15-8:30

Mary James interview - 8:30-8:45

Aubree Hayden interview - 8:48-9:00

Isha Del Valle interview - 9:02-9:15

Discussion and vote from 9:17 - 10:00

Jennifer C motions to select Scott, Isha, and Greg as new directors.

Mark seconds.

All in favor except Isha, who abstains.

The Nominating Committee will contact the applicants not chosen about getting involved on committees and future opportunities.

Presidents Report**Will Greaves****9:52**

Will encourages board members to contribute time to upcoming pledge drives.

Returning to the changes to finance investment language. The change was prompted by discussions with the Community Foundation of Tampa Bay.

Jennifer C motions to update the finance policy statement with updated language.

Nancy seconds.

All in favor. Motion passed.

Will announces he plans to step down as president in November.
Letty reminds the Finance Committee to post the language change to the station bulletin.

Personnel Committee

Jack Timmel

9:57

Search committee has had a couple meetings, lots of participation from non-board members. Cindy and Chris have begun posting the job ad. It will be open until November 19. Starting semi finalist interviews early-mid December. Setting up finalist interviews in the second or third week of January.

Executive Session

Mark motions to enter executive session for proprietary information.

Isha Seconds.

All in favor.

Board enters executive session at 10:00pm.

Jennifer M votes to leave executive session.

Dyllan seconds.

All in favor.

Board leaves executive session at 10:28pm.

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

Jack Timmel

10:28

P - 8,9,8,9,10,9,9,8,4,7

A - 8,10,8,8,9,9,9,8,9,9,9

L - 9,8,7,8,8,9,9,8,7,9,9

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

Next Meeting 11/15/2021

Will Greaves

10:36

Adjournment

Will Greaves

10:36

Nancy motions to adjourn

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: 
Dyllan Furness, Secretary

Approved by the Board on: 11/15/2021

MANAGEMENT REPORT

October 2021

Prepared by: Cindy Reichard, Interim General Manager

OPERATION & ENGINEERING

Ops & Engineering current projects:

- **Set up Remotes at GMF**
 - **Ops one Saturday 8 am-11 pm**
 - **Prepared mobile kit for GMF interviews for (Ken)**
- **Identifying a leak from our roof guy (Eric) hospitalize**
- **Landscaping (all-star & Cid)**
- **Scheduled Tree trimming for Palm trees (JMC)**
- **Scheduled Repairing service for exterior cameras**
- **Condenser fan at transmitter site (McMullan air sending quote)**
- **Receive a quote for men restroom plumbing (urinals)**
- **Scheduled and received confirmation for Backflow test**
- **Scheduled and meet w/ Pye Barker Fire & Safety quote for new service**
- **Completed refresher course for programmers (4 months)**

Streaming Channels

- **Tom Hartman**
- **Rob VO (replaced)**
- **Henry's podcast**

In-Studios projects:

- **downloading shows for playback (ongoing)**
- **Purchase a (dedicated webcam) department**
- **Preparing to replace the age boom arms**
- **preparing podcast studio for rebuilding**
- **Blades DA's microphone Software**
- **Touch Screen Monitor, PC, or all in one**
- **scheduling regular maintenance for Cummins equipment**
- **Look at replacing track lighting in On-air studios**
- **Troubleshoot the LMS inability to stream live**

Replenishing PPE for station use

- **Gloves**
- **Ear cover**
- **Mic covers**

IT/WEB

IT

- * Source code updates to repository for streaming/archiving scripts
- * Steam counts queries and reports by show and daypart

- * Infotect installed new firewalls at station and transmitter
- * Transmitter network changes due to new firewall install with site-to-site VPN
- * New firewall content filtering and streaming issues with engineering resolved
- * Server updates due to Let's Encrypt secure root certificate expiration
- * Set Cloudflare proxy for on-demand archives
- * Research Third Opinion emails to shared mailbox
- * Allegiance training and tickets
- * Scripting adjustments for new Podcast episodes
- * Hard drive replacement for Production3 due to bad sectors
- * Migration of Sean Kinane from desktop to laptop full time
- * Daniel Figueroa exit

Web

- * App code review with HD Interactive to fix Tip Jar issue, obtaining source from Big Sea
- * Google Analytics reporting for OnDemand and shows by city
- * Spotify Podcasts setup
- * QR code for development for app download from Apple and Google
- * Updated Facebook pixel code for social media
- * EEO report published
- * Transferred wmnfcar.org, wmnfauto.org, wmnf.net and wmnflegacy.org to new registrar
- * Continued development of BuddyPress for members, new menu and pages
- * Continued creation of Content Delivery Network (CDN) for website media
- * wmnfcar.org statistics

Programming

- Sam is incredibly happy with how the live broadcast of Gasparilla Music Festival went on October 2nd! WMNF broadcasted the live music sets of Artikal Sound System, Glove, and The Hip Abduction in their entirety, which were available to listen to on 88.5FM and WMNF.org. While DT and the Engineering/Operations team handled the tech side of the broadcast at the festival, volunteers lead WMNF's outreach tent. Sam was board op/host back at the station, and also aired interviews Ken Apperson conducted with performing bands at GMF!

- She can't thank enough DT and the Engineering/Operations team for a high quality broadcast, Miss Julie for organizing volunteers for outreach, David Ranon and Ken Apperson for posting on social media and acquiring band interviews for on-air and the website, Laura for grabbing free GMF ticket giveaways, and all the other staff and volunteers who participated in making it a success!
- Sam had a meeting with members of staff after the festival to review what went well and what could be revised and improved for next time. She will have a business lunch with David Cox soon to discuss WMNF's involvement with GMF this March.
- Sam has been conducting interviews with members of the community who have applied to be on WMNF's airwaves. Through these interviews, she has gained more live shows for HD2, as well as a few possibilities for Tuesdays Midnight-3am, which used to be occupied by Midnight Rock N Soul. Her decision regarding the Tuesday overnight open time slot will come within the week.
- WMNF's next event will be Uke It Out, a ukulele jam session with local bands on December 3rd at New World Brewery in Tampa, and December 4th at Cage Brewing in St. Petersburg. Flee, the main organizer of the event, has created a promo that will be airing shortly, and Sam is working with Cindy and Miss Julie about possible outreach swag suggestions for the future (ex. pens, pins, stickers, koozies, earplugs, etc.).
- Only a handful of people have yet to sign the Programmer's Agreement and take a Training Class with DT. All volunteers in question are either show assistants or substitutes, so all current show hosts are in compliance until the next program change! Sam will try to square away that last handful of people as soon as possible, so she and DT can start to focus on shows coming to HD2.

Most Listened to Live Streamed Shows from 9/12/21 to 10/9/21 (Average Overall)

1. The 60's Show (504 listeners)
2. Words & Music (445)
3. The 70's Show (421)
4. Freak Show (317)
5. The Rhythm Revival (311)
6. WMNF with Randy & Blannie (296)
7. Surface Noise (291)
8. Saturday Bluegrass Show (281)
9. Soul Party (277)
10. WMNF with Bobbie Dusenberry (267)

Honorable Mentions

11. WMNF with The LuLus (263)
12. WMNF with Cam Dilley (257)
13. WMNF with Nancy Cee (255)
14. WMNF with Grant Hart (246)
15. WMNF with Sam Hval (239)

For Comparison, Most Listened to Live Streamed Shows from 6/20/21 to 8/28/21 (Average Overall)

1. The 60's Show (504 listeners)
2. Words & Music (434)
3. The 70's Show (427)
4. Freak Show (332)
5. The Rhythm Revival (316)
6. WMNF with The LuLus (295)
7. Saturday Bluegrass Show (284)
8. Surface Noise (279)
9. WMNF Wednesday Mornings (including Robin & Sam switch) (278)
10. Soul Party (274)

Sam is not surprised to see shows such as The 60's Show, The 70's Show, Freak Show, The Rhythm Revival, Surface Noise, Saturday Bluegrass, Soul Party, and Words & Music (Marcie Finkelstein), stay near the top and have mostly maintained or gained listeners! She's also happy to see that in this most recent Top 10 batch, shows adhering to the daytime music mix (The Matrix) are starting to bubble up more predominately.

Lastly, Sam noticed lots of shows dipped in numbers the week of 9/30/21, but this makes sense, as our Live Stream was momentarily down. This may have affected some shows' final averages, but probably not by much, and thank you to Fitz for fixing it quickly!

NEWS & PUBLIC AFFAIRS

On Sept. 21, Daniel gave notice that he was resigning; his last day was Oct. 1. We are advertising to hire a senior news reporter/anchor/producer. The application close date was scheduled for Oct. 15, but might be extended.

In general, the six news and public affairs shows that raised funds during the first two days of this month's membership drive did very well. Four of the shows exceeded their monetary goals during live fundraising. The other two will attempt to make up the gap after the fact through on-air and off-air asks. **News and public affairs raised about 140% of its goal for the two days.** The total goal for news and public affairs on Wednesday and Thursday was \$10,700.00. **We raised \$15,189.46** during those shows.

For the month ending October 8, quite a few WMNF News stories or public affairs episodes were among the top pages on wmnf.org by page views. Including:

13,200 page views for: <https://www.wmnf.org/deputies-arrest-woman-who-asked-for-name-and-badge-number-during-manatee-commission-meeting/>

9,200 page views for: <https://www.wmnf.org/florida-judge-again-uses-desantiss-own-case-against-him-says-state-cannot-punish-districts-over-mask-mandates/>

During the first seven days of October the most popular news and public affairs shows by number of **archive listens** were:

Health and Nutrition 43; Sustainable Living 23; The Scoop 18

One factor that could impact these numbers is that the Wednesday and Thursday shows were fundraising that week / perhaps fewer people would seek those episodes out on our online archives.

News headlines included news about Indigenous Peoples' Day in observation of **WMNF's Mission Calendar** for October.

Volunteer/Outreach Department

- **RadioActive Volunteer election results - Elected to the Volunteer Committee/Board of Directors: JoEllen Schilke (2 year term), Cam Dilley (1 year term) and Amina Spahic (1 year term – Youth Seat) and Michael “KTUF” Bagby will serve on the Volunteer Committee (2 year term).**

- **WMNF had an outreach table at the Glazer Children's Museum's 11th Annual Birthday Bash on Saturday, September 25th – # 3 volunteers participated at this**

outdoor event and distributed coloring sheets, crayons, markers, colored pencils, “Kids are the future of WMNF” stickers, bumper stickers and other assorted items.

- **We had an outreach table at Gasparilla Music Fest on Saturday & Sunday, October 2nd & 3rd** – Staffed mostly by volunteers. Thanks to all those who helped set up, sat at the table and returned the tent, etc. to WMNF. Ken & Mark, from Live Music Showcase, conducted interviews and Max, DT, Joe & Lamar engineered the Live Remote, while Sam ran the board here at the station on Saturday.

We are currently seeking pledge takers/phone answerers, food donors, tally help and phone supervisors for the October membership drive dates (Sun/Mon/Tues – 10/24 - 10/26). Please contact Julie at missjulie@wmnf.org or 813-865-8261 to schedule a shift or two... Or to recommend a restaurant or caterer to contact.

DEVELOPMENT DEPARTMENT

This report shows mostly activities for September and for FY 20-21.

The October drive dates are continuing to occupy the bulk of the Development Department’s time. We initially budgeted to raise \$215,100 in October in new revenue, but lowered that to \$190,000 to meet realistic expectations.

As reported last month, we are continuing with the two-three day model for October due to the Delta variant of COVID-19. Management will assess the progression of COVID-19 to possibly return to a seven-day model in 2022.

October Pledge Dates and results:

Wednesday, October 6 -	GOAL: \$26,200	ACTUAL: \$23,471
Thursday, October 7-	GOAL: \$27,050	ACTUAL: \$20,232
Friday, October 15 -	GOAL: \$27,000	ACTUAL: \$20,313
Saturday, October 16 –	GOAL: \$29,000	ACTUAL: \$33,216

Upcoming Drive Dates

Sunday, October 24

Monday, October 25

Tuesday, October 26

Underwriting KPI Goal: FY 20-21 \$110,000

Actual: \$51,859.31

WMNF was one of most public media stations hit hard by the COVID-19 pandemic. Our goal was \$110,000 for the fiscal year. The new FY 21-22 goal was raised to \$124,000 with the expectation that events would be coming back, and that new underwriters would be brought on board.

Upcoming Key Tactic Deadlines

1) Develop more sales leads by:

a. Targeting one public media underwriter by using the tack that WMNF is a local and community alternative to national NPR and PBS programming.

b. Pulling a zip code report to show where high concentrations of donors live relative to a business in or near that zip code. Laura will ask Ian to update this after the October drive dates.

c. Air community businesses for community radio spots that solicit local underwriters: non-profits, community banks, and credit unions, tourism/chambers of commerce. Laura also produced her Concert Calendar spot.

Other Development Projects KPI Goal: FY 20-21 \$42,000

Actual: \$74,031.42

The Vehicle Donation Line met its goal early on due to car donations going up at the start of the pandemic. However, we lowered expectations to \$60,000 for FY 21-22 as drop-offs are occurring now that many have returned to work and holding on to their cars.

Grants

- September 9th, Laura and Sean met with representatives from 100 Black Men and Women to continue the conversation about relaunching WMNF HD4 as a station programmed by and for the local African American community. Belinthia Berry from 100 Black Women met Wednesday, September 15 with the Community Foundation of Tampa Bay to broach the idea. Laura and Belinthia are still trying to schedule a follow-up meeting as there has been no new movement in this area and fund drive has taken precedence. Laura will approach Hillsborough County Commissioner Pat Kemp to see if she supports the concept. The idea is to get a grant to fund programming on the HD4 channel and a program coordinator to manage the content.
- November 1, Laura will follow-up with Tampa International Airport to see if we can resume talks about holding a Live Music Showcase there monthly.

Planned Giving:

There are no new developments to report at this time. Here is the September recap:

- A cultivation plan has been developed with multiple touchpoints.

- We have four prospects.
- Laura is now a certified Veritus Group Academy Scholar after taking a course for Major Gift Officers. The skills taught in this class not only apply to donors who could make regular gifts, but also to those who could be a part of our planned giving program and endowment.
- We received A \$5,000 bequest from the Susan A Alstadt Estate.
- WMNF is awaiting the outcome of the Joyce Fleishman Halscott Estate. The proceeds could be six figures.
- WMNF was also notified that the station has been named in the Last Will and Testament of Jan Viking. Proceeds are unknown at this time.
- Laura refreshed on-air spots planned giving spots, with one announcing three have left us in their wills or trusts.

HR/Finance/Interim GM

- All staff completed the required CPB Harassment training
- Completed Daniel Figueroa exit interview
- Posted Senior Reporter position closed on Friday, October 15th
- Working with GM search committee
- Submitted annual EEO report to FCC and posted on website
- Working on audit
- Working on CPB recertification
- We received final approval of the 21/22 DOE grant for \$100K
- Attended Florida Public Media monthly meeting
- Attended Sustainability society monthly meeting.
- Now weekly I get a list of donors who donated \$500 or more and call them personally.
- Been working the fund drives
- Been making an effort to flex my schedule to be able to introduce myself to new programmers and drop in and say hello to other programmers.

