



The Nathan B. Stubblefield Foundation, Inc.

Board Meeting Minutes

Date: 11/15/2021

<u>Board Member</u>	<u>P</u>	<u>A</u>	<u>Board Member</u>	<u>P</u>	<u>A</u>
Will Greaves		A	Mark Schreier	T	
Nancy Cox-Johnson	T		Emmy Lou Fuchs	T	
Isha DelValle	T		Cindy Reichard	T	
Jack Timmel	T		Scott Elliott	T	
Dyllan Furness	T		Greg Vannette	T	
Jennifer Meksraitis	T		JoEllen Schilke	T	
Jennifer Campbell	T		Julie Scheid	T	
Amina Spahic	T				
Cameron Dilley	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	Jack Timmel	7:15
Roll Call / Proxies	Jack Timmel	7:16

Guests: Mary James, Sean Kinane, Michael Mainguth

Agenda review Jack Timmel 7:17

Nancy motions to approve the agenda.

Jennifer C seconds.

All in favor. Agenda approved.

Acceptance of items on Consent Agenda Jack Timmel 7:18

Committee Updates:

No meeting held: Nominating, LRP, Finance, Bylaws

Minutes in Basecamp:

Introduce New Board Members Jack Timmel 7:19

Attendance Review Dyllan Furness 7:25

All in good standing.

Visitor's Comments Jack Timmel 7:26

No comments

Elections Jack Timmel 7:28

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 nominates 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 facilitate that. I will transfer the meeting to the new president Isha.

Isha: Julie will update everyone on committees.

Review/Approve Last Month's Minutes Dyllan Furness

8:05

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 awarded \$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 fund drive 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 goals 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 fund drives I don't think any of our fund drives will succeed unless we are telling people besides on the air that we are having a fund drive.

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 bi-annual 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 fund drive.

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

Pledge 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 autonomy on our biannual report. The report says working "without" but that's working "with" right?

Cidny: yes that is a mistake.

Finance Committee Report

Jennifer Campbell

8:33

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.

Volunteer Committee

JoEllen Schilke

8:49

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

P-9,8,9, 9, 9, 10, 7, 8, 8, 6, 9,
A- 9, 8, 9, 8, 9, 10, 7, 8, 8, 9, 9
L- 8,7, 9, 9, 8, 5, 8, 8, 8, 7, 9, 9
S-8, 7, 9, 7, 7, 7, 8, 9, 6, 8, 7, 8

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: 1/27/2022

MANAGEMENT REPORT

November 2021

Prepared by: Cindy Reichard, Interim General Manager

HR/Finance/Interim GM

HR:

Congratulations to Mike Bagley now on staff 10 hours per week as Alternative Music Director.

Positions open:

General Manager posting closes Friday, November 19th.

Senior News Reporter – interviews have been conducted and offer has been made announcement forthcoming. Amy Snider was temporary filling in doing news headlines and applied for the Senior News Reporter position. We interviewed her in the first round but she was not selected to move forward in the interview process. Amy quit and walked out of the station.

Operations Assistant – Posting closed Friday and DT is reviewing resumes at this time.

Had a conference call last Thursday with Paylocity and will be moving forward to outsource payroll as of January 1st 2022.

Finance:

Had a QuickBooks glitch last week that took 5 hours with Tech Support and then Infotect to resolve the issue. I was unable to update payroll and finally it boiled down to the new firewall that Infotect installed was stopping the update. We now have updated QuickBooks to 2022 version. Monthly financial reports are behind and projecting to be completed by week end.

Preparing for audit all request due by Sunday November 21st. Audit will start November 29th 2021 for the week and will take place remotely.

Filed DOE grant 1st quarter reports. Still waiting on our check of \$25K as they are behind in processing.

Have submitted our re-certification for CPB grant today. We were awarded \$104,420. This is down from \$116,876 received last year. We will receive 70% of this amount in November and the balance in March 2022. Word is CPB is spot checking websites for compliance with the Communications Act. I have attached the latest copy for your review of the Communications Act and will briefly review with the full board in January.

Interim GM:

Attended Florida Public Media monthly meeting. FPM had a good year over \$200K surplus so they decided to take \$100K and divide up among licensees. We received a refund of \$4,100. Actually this will cover 2021-2022 dues which are \$4,000.

Completed three mini fund drives in the month of October outcomes are listed in the Development section. I have tasked Laura as the leader with Sean and Sam to come up with a plan for the fund drives for the rest of the fiscal year. I rejected their first plan and they are back to the drawing board again. We will soon have figured out and announce to all.

Working without FCC attorney's on completion of our Biennial Ownership report due December 15th 2021.

I am still missing a few questionnaires from a few of you. I will be getting with you. This is for board members active as of October 1st 2021.

Attended the Sustainability Society monthly meeting. I took on the task of calling donors who pledge \$500 or more. It is a bigger job than I anticipated. I have made about 40% of the calls. May have to look at Plan B. Moving forward with the Community Foundation with the endowment fund and Jennifer Campbell will update you tonight.

We held our quarterly meeting with Infotect and I have attached the slides that we reviewed for the ones of you that are tech savvy and enjoying reviewing these numbers.

Nancy Johnson was kind enough to step up and represent WMNF at R&G Annual Nonprofit Appreciation Day. Isha Del Valle works for R&G Company and is kind enough to invite us each year. I was sorry to miss but was dealing with the QB issues.

OPERATION & ENGINEERING current projects:

Ops & Engineering Repairs:

(Transmitter site)

- 1) Burk ARC Plus Touch Remote control box sent out for repair.
 - Repair Unit \$1375.00
 - New Unit \$3795.00
- 2) Compressor fan unit in need of repair.
 - Repair Unit \$ 3,625.00
 - New Unit \$10,250.00

(Station site repairs)

- Fixed the LMS stream live issues
- Fixed Take button in studio one
- Completed restroom plumbing

(Training)

- Completed refresher course for programmers.
- Starting board operator training for new & existing board-ops.

In-Studios projects:

- Downloading shows for playback (ongoing)
- Patch n click
- Sunday Samika
- Music of the Isles
- Replaced boom arms in studio 2
- Downloading shows for playback
- Replacing track lighting in on-air studios with smart lighting.
- Installing dead-air lights in studios and hallways.
- Rebuilding Podcast/HD studio.

Replenishing PPE for station use:

- Gloves
- Ear cover
- Mic covers

(Moving forward)

Scheduled and meet w/ Pye Barker Fire & Safety quote for new service.

- \$235.00 annual fire inspection
- \$360.00 annual Fire alarm monitoring

IT/WEB

IT

- * Infotect firewalls adjustments
- * Program changes - updates to streaming/archiving scripts, Allegiance update
- * Steam counts queries and reports by show and daypart
- * Completed emails to shared mailbox for news dept research
- * Scripting adjustments for new Podcast episodes
- * DOE grant update and signed letter
- * New laptop and desktop arrived, readied for network user use
- * Production03 testing for LMS, resolved issues with video streaming
- * Inventory updates to reconcile with Infotect reports
- * Deep Freeze volunteer computers review
- * Retired Lobby computer, replaced with spare

Web

- * App code release from HD Interactive to fix Tip Jar issue
- * Google Analytics reporting for OnDemand and shows by city
- * TuneIn schedule update
- * Podcasts review - adding to Spotify, TuneIn and iTunes updates

- * Continued development of BuddyPress for members, new menu and pages
- * Continued creation of Content Delivery Network (CDN) for website media
- * wmnfcar.org statistics

Programming

First and foremost, Sam is thrilled to have Mike Bagley on staff part time. He is a hugely dedicated volunteer, and after years of hard work, he is officially part of the Music Department as the Alternative Music Director. Congratulations, Mike!

Our newest programmer, Angel aka Trigger, had to resign his show which aired Tuesdays Midnight to 3am. This was only due to life circumstances, as he was ecstatic to be on WMNF's airwaves, and Sam is now on the hunt for another new show to take its place. She is also continuing to work with DT on getting HD2 off the ground with live shows, so it can be a training ground and immediate pool to choose shows from in the future.

Part of why Trigger quit was due to a non-life-threatening emergency, which caused some last-minute coverage on air for his show. In response, Sam created a 3-hour long emergency playlist for situations like these, where if the previous programmer cannot stay, they can play an mp3 that includes music, sweepers, and legal IDs built in. It is available in all three studios via CD, AudioVault, and DJ Computer Desktop.

Sam is working with the events team (Linda, Flee, and Mike Bagley) to put on more fantastic events for the rest of 2021 and the beginning of 2022. Our closest events will be Uke It Out this December 3rd and 4th thanks to Flee, and Linda is working hard on our John Prine Tribute, January 8th. Linda is also currently securing a big-name act, also for January, that we cannot confirm yet. More details to come soon!

During our pledge drives last month, Sam was in conversation with Randy Wynne and Mike Bagley, and together, they collaborated on an idea for December's Mission theme, Celebration of Diversity. Since WMNF already celebrates diversity through its music, news, mission, and volunteers, we decided to give a platform to all of our shows on air! Daytime programmers (M-F 6am-6pm) as well as some highly listened to Saturday shows (Saturday Bluegrass to Surface Noise) will be encouraged to welcome three WMNF shows on their show to interview and/or choose some songs. This will not only bring awareness to listeners about the many types of shows we offer on our airwaves, but will also hopefully bring more listeners to those shows in the overnights, evenings, and weekends. Sam will present this to programmers later this month, and thanks again to Randy and Mike for the great idea!

Lastly, here are last month's streaming numbers:

Most Listened to Live Streamed Shows from 10/10/21 to 10/30/21 (Average Overall)

1. The 60's Show (357)
2. Words & Music (325)
3. The Rhythm Revival (296)
4. The 70's Show (295)
5. WMNF with The Lulus (284)
6. The Freak Show (281)
7. WMNF with Katarina (279)
8. WMNF with Sam Hval (273)
9. Saturday Bluegrass Show (272)
10. WMNF with Randy & Blannie (249)

Honorable Mentions

11. WMNF with Robin (249)
12. Surface Noise (246)
13. WMNF with Cam Dilley (239)
14. WMNF with Nancy Cee (237)
15. Soul Party (236)

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)

You will notice with the numbers above that there is a significant dip in listenership all around, going around 500 listeners to about 300. Sam believes this is because of the pledge drives in October, and that it will pick back up this month of November. Sam is also happy to see newcomer Robin bubbling at #11, as well as many Daytime, Evening, and Saturday shows in the Top 10!

P.S. It was awesome seeing Board Member Mark at Thundercat!

NEWS & PUBLIC AFFAIRS

Fundraising: Successful on-air fundraising for news and public interest programming in October 2021. The goal for of public affairs programs was \$25,750.00; the volunteer NPA programmers and staff raised \$29,543.31 during those programs.

Interns & Volunteers: Four volunteers or interns are filing stories for the WMNF News headlines and wmnf.org. Randi Z, Janet S. and Blannie W. are helping to train volunteers and interns.

Promotion & Engagement: We are in the process of writing and recording promos for all news and public interest shows. Several have already been added to the rotation.

Mission: During November we will feature stories and show segments about people with disabilities, including this show segment about military veterans and the use of art for healing and suicide prevention:

<https://www.wmnf.org/memorial-veterans-tampa-bay-vets-mental-health-support/>

Volunteer/Outreach Department

- Officers voted by the Volunteer Committee: JoEllen Schilke (Chair), Grant Hart (Vice Chair), Gabrielle Ayala remains Secretary.
- WMNF had an outreach table at the Dunedin Wines the Blues Fest, November 13th – # 3 volunteer DJs will emcee (Larry Lisk & Stuart Mellish, plus one more TBD).
- This same day, Saturday, November 13th, Pamela Robinson was present at the Sickle Cell Awareness Walk in Tampa, to photograph and support this event.
- Pamela Robinson has also kept us involved with Sanding Ovations 2021 on Treasure Island – We are seeking volunteers to work the WMNF outreach table, band merchandise sales and hospitality on Friday – Sunday, November 19th – 21st. Please contact Julie at missjulie@wmnf.org or 813-865-8261 to schedule a shift. Or go to SignUp Genius and pick for yourselves. The band set times are listed there, too.

DEVELOPMENT DEPARTMENT

October Pledge Dates and results:

DAY	GOAL	ACTUAL	DIFFERENCE
WEDNESDAY OCT 6	\$26,200.00	\$24,770.84	1,429.16
THURSDAY OCT 7	\$27,050.00	\$23,668.64	3,381.36
FRIDAY OCT 15	\$27,000.00	\$22,073.25	4,926.75
SATURDAY OCT 16	\$29,000.00	\$35,867.03	+6,867.03
SUNDAY OCT 24	\$23,450.00	\$19,963.99	3,486.01
MONDAY OCT 25	\$26,325.00	\$24,007.69	2,317.31
TUESDAY OCT 26	\$30,925.00	\$31,904.22	+979.22
TOTAL:	\$189,950.00	\$182,255.66	7,694.34

Recall that the goal was taken down from \$215,000. Laura, Sam, and Sean met to set budgets and dates for the rest of the fiscal year. That plan is still under review and will be revealed when approved.

COF new members and dollars from the fund drives are still be reconciled in Allegiance and will be reported on when complete.

The End of the Year Campaign starts this month. The letter and mailing list are at the mailing house.

#GivingTuesday is November 30th. We have a goal of raising \$8,000 that day to compliment our EOY drive. The EOY goal is \$70,000.

Underwriting KPI Goal: FY 20-21 \$130,000

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. Resume spots community businesses for community radio spots that solicit local underwriters: non-profits, community banks, and credit unions, tourism/chambers of commerce.

Other Development Projects KPI Goal: FY 20-21 \$ 68,000

We received a boat donation check for \$17, 877.10. This was a relief as vehicle donations had slowed somewhat. Laura is to place an ad in ***Creative Loafing*** to raise awareness about our vehicle donation program.

The Development Committee is also tweaking the Pub Crawl to an event called ***WMNF Surfs St. Pete***, still on March 5th, with Burnt Ends tiki bar and possibly Intermezzo participating. Details are to be ironed out in the next few weeks.

Community Partners Update

November 1, Laura followed up with Tampa International Airport to see if we can resume talks about holding a Live Music Showcase their monthly. She is still awaiting word back from the appropriate decision-makers...

Planned Giving:

- WMNF is awaiting the outcome of the Joyce Fleishman Halscott Estate. Planned Giving Committee Member Gary Gibbons reported there is a “motion to dismiss hearing” this month from a complaint of a person occupying one of the properties to be sold to partially benefit WMNF. He expects this to wrap up early in 2022 and for WMNF to receive less than \$100,000.
- Endowment update (provided by David Harbeitner, past Board President and Planned Giving Committee Chair):
 - a. NBSF Board in process of approving update to Investment Policy language. The change will better align our current policy with normal investment policies and is better aligned with Community Foundation of Tampa Bay's (CFTB) applicable language
 - b. Davis is in process of distributing an RFP for an investment advisor. Goal is to make a decision by early January so CFTB can approve our advisor at their February 1 meeting. Endowment could be funded after that occurs. Our 12-month match goal will start when the contract is signed and our initial deposit is received likely in March.

Personal:

Laura was re-elected to the Public Radio Association of Development Officers national board of directors.