

The Nathan B. Stubblefield Foundation  
WMNF Community Radio 88.5 FM  
Board of Directors Meeting Minutes  
Via Zoom Conference Call – February 21, 2022 – 7:15 pm  
WMNF 88.5 FM Community Radio 1210 E. MLK Blvd. Tampa FL 33603-4417

**Attendance**

Board Member	Present / Absent	Board Member	Present / Absent
Jennifer Campbell	T	Mark Schreier	T
Nancy Cox-Johnson	T	JoEllen Schilke	T
Isha Del Valle	T	Julie Scheid	T
Cameron Dille	T	Amina Spahic	T
Scott Elliott	T	Jack Timmel	T
Emmy Lou Fuchs	A	Greg Vanette	T
Dyllan Furness	T	Randi Zimmerman	T - Station Manager
Will Greaves	T	Cindy Reichard	T - Director of Finance & Administration
Yvette Lewis	T	Jane Lastinger	T - Auditor, James Moore & Co.
Jennifer Meksraitis	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.

1. **Call to Order** – the meeting was called to order at 7:17 pm via Zoom video conference call
2. **Roll Call/Proxies** – see above 7:18 pm  
Guests: Michael Mainguth, Mark M
3. Agenda Review by Isha. There were no changes. 7:19 pm
4. Acceptance of items on Consent Agenda by Isha. It was moved by Jennifer C., seconded by Cam that the Consent Agenda be approved. Motion carried by unanimous vote 7:19 pm

**Committee Updates:**

No meetings held: Bylaws, Nominating, Personnel, Technology  
Minutes in Basecamp:

5. Review/Approve last month's minutes. It was moved by Nancy, seconded by Scott that last month's minutes be approved. Motion carried with Dyllan abstaining. 7:20 pm

6. Attendance Review: Isha noted that all members are currently in good standing. 7:21 pm

7. Finance Committee/Audit Presentation by Jane Lastinger of James Moore & Co 7:21–7:51

Jane Lastinger of the accounting and auditing firm of James Moore & Co. presented the audit report, the SAS letter, and the 990 tax return. Jane first reviewed the SAS letter, explaining that it set forth the auditor's responsibilities and that there were no significant matters to disclose, which is a very good thing. Next she reviewed the independent auditor's report, advising that it was a clean, unmodified opinion, which is also a very good thing. On page 4 she pointed out the \$159k PPP loan that was forgiven, also noting that expenses were down \$55k from the prior year, and the net assets were \$278k higher than the prior year. On page 8 she noted that the change in cash and cash equivalents was a positive \$88k, leaving a total of cash and cash equivalents at the end of the year at \$1,248,667. She then reviewed the footnotes to the financial statements. Finally, she reviewed the form 990 tax return, which is a Return of an Organization Exempt from Income Tax, noting that it is repetitive of the financials just presented—only in a slightly different order and format.

It was moved by Jennifer C, seconded by Greg that the board accept the audit report, associated letters/reports and tax return as presented by the auditor. Motion carried by unanimous vote.

8. Finance Committee 7:52 pm

Greg reported that the Executive Committee had met and recommended a 3% discretionary match for employees participating in the station's 403b plan. It was moved by Jack, seconded by Jennifer C. to approve the Executive Committee's recommendation for a 3% discretionary match. After Q&A, motion carried by unanimous vote.

9. New Board Member Introduction – Yvette Lewis 7:58 pm

Yvette introduced herself, noting that she has been President of the local NAACP for the past seven years, with over 2,000 members. Yvette was welcomed by the board, and Jennifer M. specifically requested that Yvette join the Diversity & Inclusion Committee.

10. New General Manager, Randi Zimmerman 8:00 pm

Randi introduced herself, provided some background information and reviewed her short-term, medium-term and long-term goals for the station, using the station's Long Range Plan as a guide. Randi stated that she is excited to be back as a part of WMNF and looks forward to a long and rewarding future together.

8. Finance Committee (continued)

8:05 pm

Greg requested that the board approve the following WMNF credit card items: to approve a credit card with a \$4,000 limit for Randi Z., the new GM, and to approve an increase in the limit for DT's credit card from \$3,000 to \$4,000. It was moved by Jennifer C., seconded by Mark and by unanimous vote to approve those two credit card items.

Greg requested that the board authorize the following signatories on the station's bank accounts: for the Bank of Tampa Operating Account – Randi Zimmerman, Laura Taylor, Sean Kinane, Isha Del Valle, and Greg Vanette; for the remaining accounts – only Randi Z., Isha and Greg. It was moved by JoEllen, seconded by Jennifer C. and by unanimous vote to approve the check signers as set forth.

11. Visitor's Comments

8:07 pm

Michael Manguith welcomed the new General Manager and said that he was looking forward to the station's future.

12. General Manager Report by Cindy

8:08 pm

In addition to her final written GM report as Interim GM, Cindy reported that she, Laura and Sean had submitted for a \$25k grant, that payroll was on track for 4/1/2022 changeover to the third party vendor, that there was a news reporter resignation without notice and that the position was on hold while Randi reassesses the newsroom and staffing. She also reported that the station was broadcasting from Gasparilla Music Festival live, and that there were a number of upcoming live events. She reported that as of last night, it appeared that the fund drive was down \$38k, noting that starting a fund drive on a Monday was likely a mistake. She also advised that the endowment through Community Foundation of Tampa Bay had been pushed back until May/June as the CFTB needed more information.

End General Manager's Report 8:14 pm

13. LRP Committee Report by Cam

8:15 pm

CAM reported that the committee had met to discuss and put together a "punch list" of action items to implement the LRP. He welcomed the input of Randi Z, the new GM.

14. President's report

8:15 pm

Isha asked the board how they would feel about resuming in-person board meetings. There was discussion regarding requiring the same COVID disclosure as WMNF has used for live events—either a negative COVID test taken within the past 72 hours or proof of vaccination. There was also discussion regarding setting a limit on the number of people in the

boardroom, such as 10. Some board members expressed hesitation at in-person participation even with those participating in person having disclosed COVID vaccination or testing. After considerable discussion, it was moved by Jennifer M., seconded by Will that the board begin hybrid meetings with the March 21, 2022 board meeting with the same COVID disclosures in place that are currently in use for live performances—proof of vaccination or a negative test within 72 hours.

Isha reminded committee chairs to put their minutes in Basecamp.

There was brief discussion on the resumption of PSAs now that the fund drive was over; however, the staffing of how those PSAs were accomplished was diminished due to COVID.

End President's report 8:43 pm

Julie reported that there were still open shifts for the WMNF presence at the Gasparilla Music Festival and asked if any board members would like to participate to please email her.

15. PALS: Participation, Accomplishments, Listening and Scheduling by Jack 8:44 pm

Jack briefly explained PALS as a self-assessment tool used by the board to measure how the board members felt this particular meeting went in terms of participation, accomplishments, listening, and scheduling.

Participation: 9,9,8,10,9,9,10,9,8,10,9,9,8,10,10,9

Accomplishments: 8,9,9,8,8,7.5,8,10,8,8,8,9,8,9,10,9

Listening: 10,8,9,9,8,9,9,7,9,9,9,9,8,8,9

Scheduling: 9,9,10,10,9,9,9,9,10,10,9,9,10,10,10,10

Executive Session 8:53 pm

It was moved by Jennifer C, seconded by Mark and by unanimous vote that the board go into Executive Session. Cindy and Mark M. (visitor) dropped off of the Zoom call and Randi Z. remained at the board's request.

End Executive Session 9:13 pm

16. Adjournment – Motion to adjourn was made by Jennifer M., and the meeting was adjourned at 9:14 pm.

Next meeting: 3/21/2022 at 715 pm – Hybrid meeting with both in-person participation at the station and Zoom participation with COVID disclosures in place—proof of vaccination or a negative test result within 72 hours.

### **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.

A handwritten signature in cursive script that reads "Jennifer Campbell".

---

by Jennifer Campbell, Substitute Secretary

## **MANAGEMENT REPORT**

**February 2022**

**Prepared by: Cindy Reichard, Interim General Manager**

### **HR/Finance/Interim GM**

Attended FPM meeting – they are continuing to lobby for increase funding for us next year.

Completed required CPB training – What is NFFS?

Completed CPB AFR and will be submitted this week as deadline is 2/28.

Completed CPB SAS report

Completed review of audited financial statements and 990 tax return

Laura, Sam and Cindy completed and submitted Art Council grant for \$25K

Working on payroll conversion for 4/1/22

Catching up on financial reporting

Completed 7 day fund drive details under Development section

Staff Resignation – Senior Reporter, Arielle Stevenson without notice

Position on hold at the moment.

### **OPERATION & ENGINEERING current projects:**

- Condenser fan at transmitter site (completed).
- Podcast/HD studio (preparing to build).
- (Phase 1) admin-phone upgrades completed by Infotect
- Meeting with Frontier Sales team to discuss (phase 2) options for studio line upgrade.
- Setup account with Spectrum to provide cable drop at Curtis Hixon Park for February 25<sup>th</sup> & 26<sup>th</sup>.
- Met with Spectrum & David Cox to survey cable drop location for GMF (Live Broadcast)
- Set-up phone room for the fund drive.
- Added dead-air warning lights to the on-air studios.
- Added the Call queue display monitors in air-studio 1 & 2.
- Temporality relocated 4 VoIP Phones to conference room for answering pledge calls.
- Temporality relocated 2 VoIP Phones to air-studio 1 & 2 for overnight use to answer pledge calls.
- Purchase water line to repair water cooler in breakroom.

## **IT/WEB**

### **IT**

- \* New phone system setup, PoE switch port assignment
- \* Chromebox setup for call queue displays in studios one and two
- \* Deployment of new VPN for remote user network access
- \* Infotect firewalls adjustments
- \* Ubuntu Linux updates to scripting and streaming servers
- \* Program changes - updates to streaming/archiving scripts, Allegiance update
- \* Steam counts queries and reports by show and daypart
  
- \* Scripting adjustments for new Podcast episodes
- \* Review of Infotect ICAP monthly and quarterly reports
- \* GM search assistance and new hire setup
- \* DOE report
- \* DHCP issues with WiFi, expanded dynamic IP address pools

### **Website**

- \* Major WordPress security updates to version 5.8.9
- \* Winter Fund Drive campaign
- \* NPR playlist issues, duplicate show updates
- \* News and Public Affairs new shows schedule
- \* App updates meetings and preparation with HD Interactive
- \* Podcasts review - adding to Spotify, TuneIn and iTunes updates
- \* Restored community PSA form for event submissions
- \* 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 so pleased that WMNF is live broadcasting the Gasparilla Music Festival once again on Friday the 25<sup>th</sup> and Saturday the 26<sup>th</sup>. She could not have done it without DT and the Operations team, as they secured the cabling needed for the broadcast with Spectrum when GMF was no longer able to do so. Here is the current broadcast schedule:

Friday, February 25th

- CimaFunk, 8:30-9:30pm

Saturday, February 26th

- Seranation, 2-2:45pm

- Have Gun Will Travel, 3:15-4:15pm
  - Cha Wa, 4:45-5:45pm
  - Andy Frasco and the U.N., 6:15-7:30pm
- Sam also worked with DT and Miss Julie to gather and train a few new volunteers from Hillsborough Community College. Makiah is board operating Live Music Studio, Reed is assisting and board operating the Sunday Simcha and African Safari, and Victor is board operating Music of the Isles. She's so happy to have new members on board, and thankful for the help!
- Brian Van Fleet is no longer able to continue his show, Loom in Essence, and his last show was Thursday, February 17th. He will still volunteer when he's not abroad or traveling, and Sam is looking for a new show to take over his timeslot of Thursdays, Midnight-2am. She is currently reviewing shows who have applied for HD2, as well as any new applications from in or outside the station.
- WMNF has multiple events on the horizon, including...
  - Elizabeth Cook & Sarah Borges, Skipper's Smokehouse on March 5th
  - The Karibbyan Kruze, Skipper's Smokehouse on March 19th
  - New Dawn Fades: A Special Tribute to Prince, New World Brewery on April 30th

Lastly, here are the current listening numbers!

#### **Most Listened to Live Streamed Shows from 1/2/22 to 1/29/22 (Average Overall)**

1. The 60's Show (535 listeners)
2. Words & Music (462)
3. The 70's Show (401)
4. The Rhythm Revival (359)
5. The Freak Show (359)
6. WMNF with The LuLu's (345)
7. Soul Party (343)
8. Surface Noise (336)
9. WMNF with Cam Dilley (319)
10. WMNF with Bobbie Dusenberry (316)

#### **Honorable Mentions**

11. Saturday Bluegrass Show (308)
12. WMNF with Sam Hval (303)
13. WMNF with Katarina (300)
14. WMNF with Randy & Blannie (287)
15. WMNF with Nancy (279)



Past numbers to compare:

**Most Listened to Live Streamed Shows from 12/5/21 to 1/1/22 (Average Overall)**

1. The 60's Show (474)
2. Words & Music (418)
3. The 70's Show (396)
4. The Rhythm Revival (306)
- 5.
- 6.
7. The Freak Show (305)
8. WMNF with The LuLu's (292)
9. Surface Noise (282)
10. WMNF with Katarina (265)
11. WMNF with Randy & Blannie (265)
12. WMNF with Nancy Cee (262)

**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)

Sam is glad to see the dip we took in December bounced back in January, and she believes this was due to the holiday season. Overall, the station seems to be holding steady if not gaining listeners, with...

12 shows having over 300 listeners (mostly 6am-6pm daytime and Saturday shows),

18 shows in the 200s (mostly 6am-6pm daytime and Friday afternoon shows),

19 shows in the 100s (mostly evening slots or on Sundays), and

17 shows with listeners less than 100 (mostly in Midnight-6am hours).

Sam would like to watch things for a few more months before determining if any changes need to be made to grow our listening numbers. However, she's also glad to see that a lot of the data follows the traditional trends for the different dayparts.

**NEWS & PUBLIC AFFAIRS**

Reporter/anchor Arielle Stevenson resigned without notice on Feb. 3.

Both new interns are in training and have authored posts on wmnf.org; Sofia has produced stories for WMNF headlines.

On Jan 25. Norman Be said the latest episode of his HD3 show Life Elsewhere was the #14 rated Mixcloud interview.

Four wmnf.org posts had more than 1,400 views in the last month:

This one led the way with 2,947 views: Florida nurses rally to demand safe staffing at Oak Hill Hospital

<https://www.wmnf.org/florida-nurses/>

Report on conflicted campaign contributions names Pinellas Sheriff Bob Gualtieri

<https://www.wmnf.org/pinellas-sheriff-named-in-report-on-conflicted-campaign-donations/>

Monthly food distribution will begin again in South Brooksville in February

<https://www.wmnf.org/monthly-food-distribution-south-brooksville/>

Florida Republicans advance HB 7, which could silence some classroom topics

<https://www.wmnf.org/florida-republicans-advance-hb-7-silence-classroom-topics/>

We have focused on the Florida Legislative session with news headlines and public interest programs on these topics:

Abortion restrictions; "Don't say gay" bill; environmental legislation; a bill to stop "critical race theory" in FL.

WMNF January Mission Calendar news stories featuring: the housing emergency; Tampa tenants protest evictions; food distribution in Brooksville; cold weather homeless shelters

### **Volunteer/Outreach Department**

- WMNF welcomed a new Music intern, a junior from Middleton High School, who is assisting Bobbie Dusenberry on Traffic Jam Mondays. He has learned to enter the playlist, take request calls in the studio and is absorbing all things radio. Go youth!!
- The Gasparilla Music Fest is in Curtis Hixon Park, Feb 25<sup>th</sup> – 27<sup>th</sup> and WMNF will be there again. Music & OPS depts are doing a live remote on Friday & Saturday and outreach will have a vendor tent/table, all 3 days (Fri – Sun). Come see us

at the Beer tent/Coke portable (on top of Curtis Hixon) Friday, February 25<sup>th</sup> from 3:30-7:30pm – Masks and COVID vaccine proof or NEG test within 72 hrs prior required (FYI).

- Thank you to Pamela Robinson & Jennifer Meksratis, of the Diversity & Inclusion Committee for taking the lead on the 7<sup>th</sup> Annual Tampa Pride 2022 Diversity Parade, Saturday, March 26<sup>th</sup> in historic Ybor City, also known as the GaYBOR District. The weather should be beautiful!! Parade steps off at 4pm and you can sign up to walk with WMNF on SignUp Genius. Jennifer will be driving her vehicle again, with new WMNF magnetic signs (donated by Chrysanna Hanes and Sign Art Group) and toting flowers to pass out, as we did in the MLK Parade for the last few years... Much more exciting than beads, right? And biodegradable.
- WMNF will be at the Tampa Bay Blues Fest in St Petersburg's Vinoy Park, April 8<sup>th</sup> – 10<sup>th</sup>, hopefully selling some vintage tee shirts & distributing our new pocket guides (if all goes to plan). If you'll be attending, please come by the table there and say howdy.
- Our Outreach volunteers, headed by Pamela again, will be in North Tampa on Saturday, 4/23 for 12<sup>th</sup> Annual EcoFest 2022 at MOSI – This is a community event organized by the Learning Gate School, the City of Tampa & MOSI to celebrate the many businesses, organizations and individuals in the Tampa Bay area to the Principles of Sustainability, Ecology, Equity and Economy. The event is open to the public, from 10am – 3pm, admission & parking are free. Please join us if you can. Volunteer shifts are on SignUp Genius.
- Miss Julie and the Volunteer Committee are discussing options for a virtual 2021 Volunteer Appreciation Party to occur on a weekend day in late April. If you have a favorite gift pack/give away treasure from years past or a preferred day & time, please send a message to [missjulie@wmnf.org](mailto:missjulie@wmnf.org) – She's love to hear from you. More details to come!!
- 

## **DEVELOPMENT DEPARTMENT**

**As of this report, the station is amid the** February "I Love WMNF Drive", with a goal of \$200K Here are the results as of 9:00 p.m. Sunday night

	Goal	Actual	Surplus/(Deficit)
Monday	28,200	19,026	(9,174)
Tuesday	33,200	27,275	(5,925)
Wednesday	26,700	19,484	(7,216)
Thursday	23,800	17,132	(6,668)
Friday	31,100	24,040	(7,060)
Saturday	33,700	37,885	4,185

Sunday	23,300	16,374	(6,926)
Total Surplus/(Deficit)			(38,784)

### **Underwriting**

Laura signed on a new underwriter for two months at \$2,000, Tampa Day School. She's also thrilled to report the return of Bok Tower Gardens as a WMNF Community Partner and underwriter, who just signed a \$4,000 contract. She is also communicating with Mathnaseum for a possible buy.

### **Upcoming Key Tactics**

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

### **Other Development Projects**

- The Development Committee is still planning fundraising events. Laura has a site visit at Intermezzo in St. Petersburg this next week for a possible cocktail and surf band fundraiser. Another is proposed for Ella's. Emmy Lou Fuchs is working with St. Pete Shuffle for a possible event there.
- Vehicle donations:  
October – January actual \$35,748 to a budget of \$20,000 surplus of \$15,748.

However, can donations have been down. Car donation spots ceased a few weeks ago to make room for pledge drive spots, but will resume this week.

### **Planned Giving**

David Harbeitner received an update from the Community Foundation of Tampa Bay. The decision on the approval of our proposed investment advisor will not be official until May 11th. This is related to additional information needed from the investment advisor. That information has been provided to CFTB who has in turn shared it with their investment consultant. Looks like we will be aiming to start the endowment campaign June 1<sup>st</sup> due to these delays.

In other developments, WMNF was notified regarding the estate of long-time WMNF donor Barry Bustillo. Laura had routinely solicited challenge gifts of \$1,000 from Barry for the 60s Show.

## **Grants**

WMNF submitted its annual Community Service Grant application to the Corporation for Public Broadcasting.

