

The Nathan B. Stubblefield Foundation
Board Meeting Minutes 3/21/2022
WMNF Community Radio 88.5 FM
WMNF 88.5FM Community Radio 1210 E. MLK Blvd. Tampa, FL 33603-4417

<u>Meeting Attendance</u>					
<u>Board Member</u>	<u>P</u>	<u>A</u>	<u>Board Member</u>	<u>P</u>	<u>A</u>
Will Greaves	T		Mark Schreier	T	
Nancy Cox-Johnson	T		Emmy Lou Fuchs	T	
Isha Del Valle	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		Jack Timmel	T	
Cameron Dilley	T		Yvette Lewis	T	
Randi Zimmerman (Station Manager)	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.

Agenda Item

- Call to Order
7:20

Lead Time
Isha Del Valle

- Roll Call / Proxies
7:21

Emmy Lou Fuchs

Guests: Cindy Reichard (Director of Finance & Administration), Michael Mainguth

- **Agenda review** **Isha Del Valle**
7:23
- **Acceptance of items on Consent Agenda** **Isha Del Valle**
7:24

Dyllan motions to approve the agenda, Nancy seconds.
All in favor. Agenda approved.

Committee Updates:
No meeting held: Bylaws, Nominating, Personnel, LRP
Minutes in Basecamp:
- **Review/Approve Last Month's Minutes** **Emmy Lou Fuchs**
7:24

JoEllen motions to approve last month's minutes, Mark seconds.
All in favor. Minutes approved.
- **Attendance Review** **Emmy Lou Fuchs**
7:25

All in good standing.
- **Visitor Comments** **Isha Del Valle**
7:25

No comments
- **Finance Committee Report** **Greg Vannette**
7:25

Greg reported that revenues are down somewhat, due to coming up a little short on the fund drive, but expenses are also down. They expect to have financials produced for the 6 months ended March 31st in April. The committee approved retaining the auditors for another year. Jennifer motions to accept the recommendation to retain the auditors of James Moore CPA for another year, Will seconds and the motion passes by unanimous vote.
- **Volunteer Committee Report** **JoEllen Schilke**
7:28

JoEllen reports that the committee was expecting to attend a record fair but it was canceled. She proposes having a co-meeting with the diversity committee so the two can help each other with their projects, and building on the diversity committee's monthly themes. The volunteer committee is also talking with the development committee about starting a subcommittee that is focused on fund drives.

Julie mentions that WMNF has partnered with Movers for Moms and there will be donations collected in the lobby through April and being picked up by Moves for Moms on May 1st to distribute to domestic violence shelters. The volunteer awards will be a virtual party on Sunday the 24th, and Rebekkah Pulley will play in the studio. Julie asks for the board to decide an honorary for the Nathan B. Stubblefield award for a board member to be chosen within a week or so. It's decided that the discussion should be done online through email over the week. Will offers to pass the name on and handle creating an online poll for votes. Julie mentions that she ordered 900 rainbow carnations for the Diversity committee's pride parade coming up on Saturday. Isha also says she's purchased decorations as well.

• General Manager Report

Randi Zimmerman

7:36

Randi goes over the management report. She asks for any board members who want to meet to send an email to schedule it, and also will meet volunteers as they come in and she is reaching out to them directly, especially the overnight programmers who have been feeling left out of accolades. She has met with every staff member to discuss their job descriptions and what is working or not. She held two staff settings with a one hour agenda and a positive discussion about job fulfillment. She is working on a letter welcoming volunteers and explaining new reduced covid protocols, as well as options to participate from home. For outreach, she has been on air with Sean, Tuesday cafe and music programmers regarding women's heritage month. She had meetings with the GMF executive director and will be developing a tighter relationship with them, including moving the logo up on their list and getting someone on WMNF staff on the GMF board. Attended an event at Skippers, met with board members at the Tampa pride marshalls gala, met with the palladium executive director to form more partnerships. Looking into doing a live feed with the Palladium on the HD channel. Met with the Jewish Federation of Florida Gulf Coast. Attended the drag queen bingo fundraiser for Josh's big gay radio show, which raised \$700. The Caribbean Cruise event grossed about \$4500, which is lower than before but good for being the first time since covid lockdowns started. Developing an RFP for the website and social media, which will have staff involvement. Mentions that JoEllen attended a social media meeting, and that Ken Apperson who does Live Music Showcase is doing a great job with social media and is teaching others a lot as well.

Cam asks about covid protocols and vigilance in mask wearing and microphone covers, saying that we should be extra cautious as people come back in with another wave on the horizon.

Randi continues, saying they are planning to repopulate the podcast studio and getting a website for it ready. She attended a board meeting of Florida Public Media where they talked about developing social media plans and compiling a list of big dollar donors. She has been delegating as much as possible and trying to work with staff about what they can manage on their own without having to involve the GM. She is strongly pushing everyone to establish editing buddies and make sure at least one other person looks at everything they do, and is looking to get volunteers who can help proofread and edit remotely. There are travel, training and management classes that WMNF will have a presence at, including National association of broadcaster's conference, non-commercial public radio conference,

and the public media business association, which is all about training for CPB compliance.

Mark asks to expand about the GMF collaboration in October. Randi explains that they're initially exploring the cost of it, and looking into doing it at the Cuban Club. To afford CimaFunk and keep ticket prices low enough for the intended community, it will need some amount of corporate sponsorship. Also looking into other possible performers besides CimaFunk. Mark then asks about the response from the Jewish Federation. Randi explains that they're in wait-and-see mode and still hesitant to work with WMNF. They know third opinion isn't coming back, but Randi assured them that WMNF will make clearer news and public affairs policies to make sure they aren't only reporting on one side of the conversation on these issues, and the Federation responded positively.

Randi goes over the Programmer's Report. There is a Juneteenth event being planned at the Palladium and Randi is looking to connect with St. Pete organizations to make sure it has community involvement. Cam asks if the live music showcase events are captured on video, and Randi says they are and the videos are being edited to use on social media. Cam mentions that the live music studio isn't as visually pleasing as it could be, and Randi says that they're already working on getting in someone to do lighting and visual design, and JoEllen is looking into a humanities grant to fund it.

Randi goes over the numbers for February streaming, saying that we can't draw any conclusions from them without more information on what exactly they mean. Trend lines will be more valuable than individual month snapshots. JoEllen asks if Randi is going to get Arbitrons listening reports again to measure analog listening, and Randi says that she is in discussions to decide if it's worth the investment for WMNF's relatively small audience, and hoping to consult with the Florida Public Media folks on it. Cindy mentions that the cost would be about \$12,000-\$14,000 a year.

Randi goes over the numbers for the broadcast of GMF. GMF wants us to broadcast the entire festival in the future but we will have to make sure it doesn't interfere with some of the diversity programming on the weekend.

Randi goes on to news and public affairs, saying that she is very happy with the new headlines editor, Megan Bowman. There are more college interns coming in to produce stuff for headlines. There were two stories that got more than 2,000 views on the website, and Randi encourages making the website and the app more listenable to make these stories more accessible. WMNF is also having more public affairs events, such as an August informational meeting on the affordable housing crisis in Tampa Bay that is being planned.

Isha said that she was not really given very much information as a programmer about the plan for GMF other than to play a promo. She proposes having multiple people dedicated to recording PSAs so there are multiple voices and even recording them in different languages. She talks about dedicating an HD channel to broadcasting GMF with lots of WMNF branding, like how Austin City Limits is shown on the redbull tv website.

Dyllan asks if there's any information on where the traffic to the news stories comes from. Randi says that she will check on that, and JoEllen says Google Analytics should have the information.

Jennifer M brings up that all the programmers who were at GMF were posting a lot to their own individual page and not tagging in WMNF, which is a big missed opportunity for social media promotion. Randi says that this speaks to having a cohesive media and marketing strategy, and they're

establishing protocols to get that to happen. Jennifer C mentions that David Rañon, the social media coordinator, had already pointed out this issue, and encourages Randi to use that internal resource to help improve and coordinate social media.

Randi goes over volunteer outreach, which attended and raised money at many events. At GMF the outreach table collected \$1280 in tips (Julie clarifies that a lot of that was from beer and soda sales, not just tips) and the stickers were a hit. Pam Robinson and Jennifer M are leading the diversity pride parade, and Randi will also be marching in it with the WMNF contingent. Handing out flowers at the MLK parade was a huge outreach success. WMNF will be at the blues festival and Randi will be there for outreach, especially hoping to talk to people who used to be contributors to talk about what we're doing and convince them to please come back. Pam will be leading WMNF at the Echofest at MOSI and an outdoor event on sustainability, ecology, equity and economy. Julie is working on the volunteer appreciation party on April 24th.

Randi talks about the fund drive. The goal was \$200,000 and we raised \$179,000. There is still money trickling in and there's going to be a big kick to get lapsed donors. Randi and Sean will be calling people who haven't donated in 18 months or more. Trying to get Replay Guitar Exchange as an underwriter, plus more underwriting from Ruth Eckerd Hall and AEG live. We are over-budget on car donations due to high prices on used cars, which shows no sign of changing. The Meet the Match logo has been solidified and the process to start the campaign has an investment advisor and has been approved. The Planned Giving committee is working on collateral, case statements, on and off air spots, and gathering testimony from listeners and community leaders to build the campaign. WMNF applied for an operating grant up to \$25,000 from the Hillsborough County arts panel, which meets March 26th. Also applying for the musi state equipment grant to replace aging generators.

Randi says that it's important for big dollar donors to get thank you cards and be communicated with more often, and that she hears from donors who stopped donating that one of the main reasons is that no one ever thanks them or told them anything. Cam asks why we don't have an email thank you to everyone who donates, Julie says that already happens, and JoEllen and Scott point out that they write thank you cards to all of their show's donors, as well as several other programmers. Isha proposes standardizing that more across programs and having time for programmers to send out cards. Mark mentions that at a prior board he was on, staff or board members called everyone who donated \$500 or more and it led to great conversations and involvement with the community. Jennifer C and Cam mention that the emails they got that tallied their total donations for the year were way off, and Randi says she'll look into it.

Randi talks about Cindy leaving her position, and that there are not enough replacement candidates at the moment, encouraging people to reach out to their networks to get more. Kim Hamm has been hired to fill the spot temporarily but can't do it full time permanently. Cam asks if the job is being advertised through the public radio and television system, Randi says it's advertised internally, through the non-profit leadership center, the Florida sun sentinel, indeed and linkedin. Cam thinks it might appeal to people across the country, Jennifer C says we had a good number of out of state GM candidates so it would be a good idea to advertise this position in the same ways and she would bear the expense of expanding that search because it's getting down to the wire. Cindy mentions that putting the job on Current is \$300 and on CPB is free.

Randi mentions that there are several good candidates for the operations assistant position and DT is looking at them and they will be coming in next week. Job evaluations will be moving forward, and David's contract was extended for 30 days.

Transitioning to the new phone system is complete and seems to be working. Tech guys say the podcast studio will be up soon, by the summer for sure. More PPE has been ordered. An issue with information displaying on car radio displays has been fixed. The wifi network has been separated to avoid things getting overloaded, which should make it work better in the air studio. There was also a separation in the phones that was causing problems which has been fixed. Lots of new equipment for the podcast studio coming in. The Linux software update went through, as well as updating Adobe Audition to the latest version. Randi mentions that the phone company, ICAP has been great to work with and their relationship with the station has been very productive and professional.

- **Executive Report**

Isha Del Valle

8:31

Isha discusses scheduling a meeting with Randi in the following week to turn in information on the long range plan and officially start working on achieving it. The information has been emailed out and Isha encourages anyone who wants to comment to send them in as soon as possible, and she will put all the comments in a separate document to put on basecamp and discussed there before sending to Randi

Julie mentions that she appreciates and commends everyone on the board and otherwise who participated in the editorial statement on Ukraine, Randi agrees and also thanks them.

- **Executive Session**

Isha Del Valle

8:15

Mark motions to enter executive session, Jennifer C seconds
All in favor. Executive session begins.

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

Emmy Lou Fuchs

10:12

P 10,8,8,9,8,8,7,10,7,8,8,8,9,8,9,8
A 9,8,8,8,8,10,10,8,8,9,8,8,7,8,7,10,10
L 10,9,9,10,10,10,10,9,9,9,9,8,8,8,9,8,9
S 9,8,9,9,9,10,9,9,8,10,9,9,8,10,8,9,9

- **Next Meeting 4/18/2022 at 7:15pm**
10:18

Isha Del Valle

- **Adjournment**

Isha Del Valle

10:19

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 black ink, appearing to read "Emmy Lou Fuchs", with a long horizontal flourish extending to the right.

by Emmy Lou Fuchs, Secretary

MANAGEMENT REPORT

March 2022

Prepared by: Randi M. Zimmerman, General Manager

Overall – GM

- Sharp learning curve in first month including CPB compliance, HR issues, accounting procedures, learning general policies, and meeting people. My first two weeks were devoted to staff matters, even though there was plenty to manage in other areas. Second two weeks devoted to community outreach and meeting with board members. For those of you that I've asked to wait and be patient, please send another email and we can set up something.
- Met with every staff member to discuss their job descriptions, what they were doing well and what gets in the way of them doing their jobs. It was helpful for me and I hope helpful for the staff to reflect during this process. This is also leading to shared calendars and deadline accountability. But mostly, it was heartening to hear how many staff members love our station.
- Held two staff meetings. And in addition to our one hour agenda dedicated to cross departmental topics, we ended with locations of joy on the job and where we saw others meet the mission of WMNF.
- Welcoming volunteers back and new Covid protocols with staff input. Also developing task listings for volunteers who want to participate remotely.
- Outreach: On air introduction on "Tuesday Café" with Sean. Quick jaunts on air with the Lulu's, Harrison Nash, and the 60's show recognizing Women's History Month. Staffed the outreach tent at Gasparilla Music Festival (GMF). Sent "Thank you" letter to volunteers and other participants at GMF. Met with GMF Executive Director (and Program Director) to develop relationship and what types of partnerships we can do. Considering CimaFunk, or other artist as first collaboration in October. Attended Sara Borges/Elizabeth Cook at Skippers, plus sold some raffle tickets. Attended (with board members and programmers) Tampa Pride Parade Marshalls Gala. Meeting with Palladium Executive Director (with Program Director) to discuss more partnerships. Meeting with Jewish Federation of Florida's Gulf Coast. Attended drag queen bingo fundraiser for WMNF's Josh's Big Gay Radio Show (WAVE award winner). Attended Caribbean Cruise event at Skippers.
- Working with staff to develop new RFP for website and other social media. We are using the original RFP as a basis, though not our actual website as a basis. The goal is to make the website easier to listen to, especially the "Listen now" functions. Remain mindful that news stories are important web traffic for us and will make sure they are easy to get to, but not at the expense of our audio content.
- Planning started for populating the podcast studio with local social justice organizations and where that content will go.
- Attended a meeting with the Executive Committee.
- Joined and attended a meeting of the Board of Florida Public Media.

- Developing social media plans and how to/who will implement them. Preliminary numbers from Ken show that we can skew younger AND in our core demographics with the right bands and a good plan.
- Compiling list of big dollar donors, with the Development Director and Membership Coordinator, especially those who have not contributed for over a year, to reach out to them directly about reinstating their financial support.
- Anyone supervising people has receive the book *Dare to Lead* by Brene Brown so we achieve similar management styles that encourage honesty, transparency, vulnerability, creativity, and the courage to responsibly act on these attributes.
- Attending to a variety of issues that are better suited to be managed by other staff members but that may bubble up to the GM.
- Approved travel/training for management classes, National Association of Broadcasters Conference, Non-Commercial Radio Conference, and Public Media Business Association (for CPB compliance).

Programming

- Program Director and GM recently went on a few business lunches with Gasparilla Music Festival and the Palladium in Downtown St. Pete. Both went very well, with a strong likelihood that WMNF will be broadcasting GMF again in 2023, as well as hosting a Juneteenth event at the Palladium this year. More about our listening numbers during the Gasparilla Music Festival are below.
- Program Director and one of the two Alternative Music Directors will be going to the WXPB Non Comm-vention in the first week of May. They will represent WMNF proudly and bring back as much knowledge and opportunities for the station as possible!
- Program Director is brimming with pride and enthusiasm that bands alt-J and The Beaches were able to stop by for separate interviews with Live Music Showcase. The content from alt-J's visit alone, including pictures and video created by the talented LMS Crew, press release, and broadcast on 88.5FM, have garnered a significant number of new followers and social media growth across Instagram and Facebook. More specific data points to come soon, and a huge thank you and congratulations to Live Music Showcase for pulling it off so expertly!
- Upcoming WMNF Events to look out for:
 - When Doves Cry: A Special Tribute to Prince, at New World Brewery, April 30th
 - WMNF and Suncoast Blues Society Present: Suncoast Blues Society's 25th Anniversary, featuring The Jimmy's, at Skipper's Smokehouse, May 20th
 - John Fogerty and Creedance Clearwater Revival Tribute, at Skipper's Smokehouse, May 28th

Most Listened to Live Streamed Shows of February (1/30/22 to 2/26/22, Average Overall)

1. The 60's Show (486 listeners)
2. Words & Music (437)

3. The 70's Show (386)
4. The Rhythm Revival (317)
5. Freak Show (312)
6. Surface Noise (288)
7. Saturday Bluegrass Show (280)
8. The LuLu's (277)
9. WMNF with Katarina (268)
10. WMNF with Randy & Blannie (268)

Honorable Mentions:

11. WMNF with Cam Dilley (265)
12. WMNF with Sam Hval (263)
13. Soul Party (262)
14. WMNF with Bobbie Dusenberry (258)
15. WMNF with Nancy Cee (252)

See the rest of the month's numbers

here: https://docs.google.com/spreadsheets/d/1dcM_RTQMD7SIaTRMuXkeLo4GKZcBASfPgHTm4FmYpg/edit?usp=sharing

For Reference, Last Month's Numbers

Most Listened to Live Streamed Shows of January (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)

Program Director noticed that there was a significant drop in listeners during the pledge drive, hence the dip in listener averages overall. They plan to brainstorm with the Development Director and News & Public Affairs Director on how to keep more listeners during pledge drives with new programming content, and bring our ideas to the GM.

Finally, how did GMF affect the listening numbers on WMNF?

Show	Concert Broadcasted During Time of Show	Listening Numbers During GMF Broadcast	Listening Numbers the Rest of the Month
Da Soul Kitchen	Cimafunk	176	184, 184, Pledge Day 134
The 70's Show	Seranation, Have Gun Will Travel	396	430, 429, Pledge Day 289

Surface Noise	Have Gun Will Travel, Cha Wa	356	279, 297, Pledge Day 223
Saturday Soulful Soiree	Andy Frasco and the U.N.	257	213, 223, Pledge Day153

Overall, the GMF broadcast gave half of the normal shows more listener numbers than the timeslot experienced the rest of that month. The Program Director believes the reason why two out of four shows did not see improvement in numbers was because of lack of promotion due to timing constraints. This should not be a problem next time, as we have a full year until GMF 2023 to prep and plan. The daypart of shows could also have been a factor.

NEWS & PUBLIC AFFAIRS

- Meghan Bowman began today, March 21st as a PT temporary headlines anchor. She starts with shifts Monday and Tuesday mornings and Wednesday afternoon.
- Both college interns are producing stories for WMNF headlines in addition to writing for wmnf.org.
- There were two WMNF News stories with more than 2,000 page views:
 - “How to get your driver license reinstated without fees in Polk County,” <https://www.wmnf.org/driver-license-reinstated-polk-county/>
 - “Pasco residents oppose RV park in a rural part of the county,” [which had 4,775 page or video views]: <https://www.wmnf.org/pasco-residents-oppose-rv-park-rural/>
- We continued to focus on the Florida Legislative session during public interest programs and headlines.
- **WMNF February Mission Calendar** (Black History) public interest programs featuring: Yvette Lewis, Bemetra Simmons, Malcolm X, Angela Davis and a Healthy Steps episode on Black Americans & health. Plus Sofia's story on African-Americans and health centers.
- **WMNF March Mission Calendar** (Women) public interest programs featuring the general manager of St. Pete Free Clinic, Healthy Steps episode on hormones & women, Tuesday Cafe on International Women's Day and Florida's 15-week abortion ban bill.
- We're planning an August informational event on the affordable housing crisis in Tampa Bay.

Volunteer/Outreach Department

- WMNF is seeking new News & Social Media interns for Summer & Fall terms through multiple contacts at UT & 3 USF campuses. So far, one student has applied for the Broadcast Journalism internship.
- The Gasparilla Music Fest in Curtis Hixon Park, Feb 25th – 27th earned just over \$1280 in tips at our outreach table & from pouring beer and selling sodas. WMNF offered branded pens, bumper

stickers & sets of ear plugs in a cool “I (heart) WMNF” case for a suggested donation, plus \$4 off Cabot coupons and new 2022 program schedule pocket guides to all to guests at the outreach table. Thanks to all of those volunteers that participated.

- WMNF held 2 events last week: Drag Queen Bingo at Quench Lounge in Largo on Thursday, 3/17 – This outreach/fundraising event was set up by Josh Morrow of Josh’s Big Gay Radio Show. Guest players won WMNF tee shirts, CDs or other gifts garnered by Josh as prizes for winning bingo cards. Also, the 12th Annual Karib-B-Yan Kruze at Skipper’s was on Saturday, 3/19, hosted by Angela B.
- Thank you to Pamela Robinson & Jennifer Meksrtis, of the Diversity & Inclusion Committee for taking the lead on the 7th Annual Tampa Pride 2022 Diversity Parade, Saturday, March 26th 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 or be a safety monitor 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 hopefully, toting flowers to pass out, as we did in the MLK Parade for the last few years.
- WMNF will be at the Tampa Bay Blues Fest in St Petersburg’s Vinoy Park, April 8th – 10th, hopefully selling some vintage tee shirts & distributing our new pocket guides. If you’ll be attending, please come by the table there and say “howdy.” Or there may be a slot to fill, especially if you can return the tent, table, chairs, bins, etc. after the event ends on Sunday at 10pm. Please be in touch with Miss Julie.
- Outreach volunteers, headed by Pamela again, will be in North Tampa on Saturday, 4/23 for the 12th 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 outdoors & open to the public, from 10am – 3pm, admission & parking are free. Please join us at the WMNF table, if you can. Volunteer slots are posted on SignUp Genius.
- Miss Julie and the Volunteer Committee are working on details for a virtual 2021 Volunteer Appreciation Party to occur on Sunday, April 24th (Time TBD) – Rebekah Pulley has confirmed to be the performer this year! If you have a favorite gift pack/give away treasure from years past, please send a message to missjulie@wmnf.org – She would love to hear from you. More details to come soon...

DEVELOPMENT DEPARTMENT

The “I Love WMNF Drive” performed below its goal of \$200,000, raising \$178,999 and missing it by \$21,001. Saturday went over its goal and Sunday got within a few dollars of its mark. Sunday fundraising has improved sustainably, going from what used to be an \$18-19,000 day to \$23,000. Development plans to do a lapsed mailing in March to recover some of these funds. Ian Debarry is also compiling a list of lapsed donors who used to give \$500 or more for Randi to contact. Robin Milcowitz designed a general use thank you card for Randi and Laura to use in cultivating donors who give generously to fund drives and other campaigns.

Underwriting

Laura is trying to renew Replay Guitar Exchange as an underwriter. Meanwhile, other underwriters such as Ruth Eckerd Hall and AEG Live have come back strong with event underwriting contracts. The Palladium has also resumed underwriting on WMNF. Laura updated the media kit and is deputizing Development Committee and other volunteers to help her with underwriting.

Upcoming Key Tactics

- Targeting one public media underwriter by using the tack that WMNF is a local and community alternative to national NPR and PBS programming.
- Community businesses for community radio spots that solicit local underwriters are back on the air targeting non-profits, community banks, credit unions, and tourism/chambers of commerce.

Other Development Projects

The Development Committee is still planning fundraising events. Laura and Emmy Lou had site visit at Intermezzo in St. Petersburg to plan cocktail and surf band fundraiser. The tentative date is June 30. Laura also met with Ella's for an event in August.

Vehicle donations remain over budget:

February, 2022	\$ 6,542.38
YTD (Oct-Feb)	\$42,290.00
Over budget	\$17,288.00

CARS, our vehicle donation partner, reports that donations are down overall as people return to their offices instead of working remotely: **“It’s entirely marketplace driven. The normal trend is average sale price up then volume down, vice versa. . We’re expecting prices to remain high especially as people continue to receive their tax returns which are averaging higher than last year’s return, but coming a little later this year. Our operations manager also noted in our last leadership meeting that higher gas prices drive the price of metal/vehicle values too.”**

Planned Giving

The Community Foundation of Tampa Bay “Meet the Match” campaign is being finalized. The decision on the approval of our proposed investment advisor will not be official for another few weeks, perhaps sooner than anticipated last month.

The timing is the same as last month: Essentially once our application is submitted, the CFTB starts the clock on our one year window.

To reiterate:

- 1) Investment Advisor has been approved.
- 2) Entry to the match program is slated to begin in June, post acceptance of the investment advisor and the NBSF investment policy related to ESG/SRI investments. Our ability to raise the \$200,000 starts at this time.
- 3) The Planned Giving Committee is working on collateral, case statements, and on and off-air scripts and spots. We are gathering testimonials from listeners and well-known community leaders.

Grants

The Hillsborough County Arts Grant panel meets March 26. WMNF applied for general operating support, asking for the maximum of \$25,000.

WMNF is also applying for a State Equipment Grant known as PECO, asking to replace our aging generators. Such grants have been awarded to other public stations.

HR/Finance -- GM

- Resignation of Director of Finance & Administration, job posted 4 March to 25 March (Internally, Non-Profit Leadership Center, Florida Sun Sentinel, Indeed, and LinkedIn). Board members Gregg and Jennifer, who have significant financial background have stepped in to both help with transition, get a handle on the processes we have in place, document those processes, and make recommendations regarding how to move forward. We have hired a temporary part-time person to fill in until we find a permanent person, Kim Hamm. We have contracted her for payroll, accounts receivable, accounts payable, and other finance functions as needed. I will be performing the HR functions until the permanent hire. Candidate pool has not had the ideal background. We may have to extend this search and asking board members to reach out to colleagues they may know.
- Resignation of part-time Ops Assistant. Position posted internally only from 9 March to 19 March. We knew we had a few internal candidates that were acceptable to work with our Technical Operations Chief. We have at least two good candidates.
- Hired new headlines person. Sean gave more on Meghan during his report.
- Met with all staff to discuss the accuracy of current job descriptions. Evaluations are typically done this time of year. Information garnered from these interviews will help perform the evaluations. Cindy will review my evaluations. I am also starting to revamp the evaluation forms to provide both more consistent feedback and feedback specific to the job function. Example, all jobs have both quantitative and qualitative aspects that can be evaluated. Some jobs are very quantitative, e.g. Membership Coordinator and other jobs are more qualitative, e.g. Volunteer Coordinator. There needs to be a way to provide feedback and evaluate in a way that accounts for these unique qualities and gives an understandable, fair baseline.
- Extended contract 30-days with part-time social media staff.

Financials

- Working on catching up on financials and cash flow before leaving.
- Training Kim Hamm temporary contract accountant as much as possible before leaving.
- Put a hold on outsourcing payroll at this time due to resignation of Finance Director. Training Kim on payroll.
- Completed and submitted Tangible Tax Return

- Working on getting bank signers changed and getting visa card for Randi
- Contacted CPB to get AFR desk audit now so I can answer any questions and get approved before leaving
- Jennifer Campbell has come in a few days to help with documenting process from Cindy and help with banking changes.
- Ellen Fontana has decided not to renew her contract with us for bookkeeping services, ending May 1st. I probably won't replace them until I get a report from Kim with her recommendations for what can be outsourced cost effectively.

OPERATION & ENGINEERING

- Podcast/HD studio (preparing to build)
 - Wheatstone Glass (operating software installed and configure)
 - Boom arms (ordered)
 - Computers (ordering paused)
- Canceled "Rapid Systems" backup internet (replaced with Frontier)
- Returned equipment (modems) to Spectrum
- Replace admin phones to original locations
- Drop Cat5 cables to podcast studio for connections to rack room equipment.
- Added dead-air warning lights to the on-air studios.
- Purchased water filter to repair water cooler in the breakroom.
- Requested Quote for New Generator and dehydrator for PECO grant.
- Reactivated our Shred-it account for pickup every two weeks (Wednesdays).
- Resumed training for new playback operator and board-operators.
- Ordered docking station for the news director's desk
- Reproduce cross-promo for midpoint Wednesday
- Recorded PSA for UACDC

- Ordered PPE for station use
- Uploaded Pre-recorded programs for playback
- Ordered extra batteries for disinfecting spray gun
- Create access code for new employees and volunteers
- Fixed RDS system for car radio display system
- Ordered, receive & replaced 2 studio headphones (testing before replacing them all)

IT/WEB

IT

- Resolved DHCP issues - segregated WiFi network
- Transmitter disk replacement, RAID rebuilt, replication reinitialized
- Resolved issues with Newsroom computer, moved mixer to new workstation
- Newsroom Google Pixel 3a phones reset
- PoE switch configuration for new phone system.
- Continued deployment of new VPN for remote user network access
- New workstation and Podcast studio computers to order
- 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

- New GM start setup

Web

- Major WordPress security updates to version 5.9
- NPR playlist issues, duplicate show updates and programmer assistance
- Program schedule changes, Loom In Essence replaced by expanding before and after shows
- GMF live broadcast postings, popup campaign
- News and Public Affairs new shows schedule
- App updates meetings and preparation with HD Interactive
- Podcasts review - adding to Spotify, TuneIn and iTunes updates
- wmnfcar.org statistics