

The Nathan B. Stubblefield Foundation
Board Meeting Minutes 4/18/2022
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	P		Mark Schreier	T	
Nancy Cox-Johnson	P		Emmy Lou Fuchs	T	
Isha Del Valle		A	Scott Elliott		A
Dyllan Furness		A	Greg Vannette	T	
Jennifer Meksraitis	P		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)	P				

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	7:30
• Roll Call / Proxies Guests: John Palm, Arthur Herbert, Katarina Lauver, Michael Mainguth Proxies: Nancy has Dylan's proxy	Emmy Lou Fuchs	7:31
Attendance Review All in good standing.	Emmy Lou Fuchs	7:32
• Agenda review	Jack Timmel	7:33

• **Acceptance of items on Consent Agenda** **Jack Timmel** **7:34**

Will motions to accept the agenda, Greg seconds.

All in favor. Agenda approved.

Committee Updates:

No meeting held: Bylaws, Nominating, Personnel, LRP, Diversity

Minutes in Basecamp:

• **Review/Approve Last Month's Minutes** **Emmy Lou Fuchs** **7:35**

Minutes approved.

• **Visitor Comments** **Isha Del Valle** **7:36**

Arthur Herbert - Would like to see more talk shows added with community input. He suggests a talk show on international relations to expand American's knowledge on other countries and cultures as a step towards world peace. Suggests that WMNF shows with speakers on world news need to give more time to community input that will maintain listeners input in foreign affairs. He asks if when WMNF conducts a listener survey are the results published which would increase community engagement. Arthur commented on his opinion of Rob Lorei's firing.

John Palm - He agrees with Arthur's comments and is just here to observe.

Katarina Lauver - Would like to see more public service announcements. She acknowledges that previously we (WMNF) had left it up to community partners to come and record their PSAs but would like us (WMNF) to take the initiative to record PSAs providing information that would be helpful to the community such as housing assistance, mental health, food assistance and other resources that can help people meet their basic needs. because the information is not easily available to everyone. Would also like to see this information on the WMNF website and for the information to be read on air by programmers.

Mentions the Matrix that was rolled out last year, asks when we are going to start promoting and marking the radio station to the community. Would like to know a date and what the board and staff are planning to do.

Michael Maninguth - Is impressed with Arthur's comments and agrees with his suggestions. Micheal would like to see Rob Lorei back at the station and does not agree with his firing. He mentions he attended the last board meeting and was pleased with Randi's general management report. He would like to know why the information is not on the station biz webpage.

• **Volunteer Committee Report** **JoEllen Schilke** **7:43**

The volunteer committee is tasked with holding two all station meetings one in may and one in september. The evening of May 11th is the date the volunteer committee is currently looking at. May 18th is the backup date. This will be a hybrid meeting in the station (volunteers, presenters, staff)/zoom call. Jennifer M invited the volunteer committee to join them at the Diversity committee meeting. the volunteer appreciation on April 24th.

Miss Julie gives some details on the volunteer appreciation party. Sign up genius invitation email went out so any active volunteers can sign up to be a part of the zoom call. The party will take place at

3pm. There will be a scavenger hunt, raffles, and music performances, and present awards. Would like to see board members in attendance.

• **Finance Committee Report**

Greg Vannette

7:49

Our cash is steady, expenses and revenue are under. Randi has recruited a great person to get WMNF's finances up to date. Randi will give more updates within her General Management report.

• **General Manager Report**

Randi Zimmerman

7:51

Randi describes changing Covid protocols to include more microphones in the air studios, no more limits on the number of people in the live music studio, and returning chairs back to the kitchen so staff can eat lunch.

Randi is talking with volunteers including programmers and working to provide WMNF.org email accounts to the programmers and clean up the email list. She is also working on giving programmers access to Zoom to do interviews and access to the live music studio. She will be sending an email to all programmers this week. Randi met with the volunteer committee chair and the volunteer coordinator to discuss development of the volunteer survey.

She participated in the CAB meeting where she gave a report about meeting the diversity mission and talked about the podcast studio and how it will function. She asked the CAB committee how to become proactive to find out and plan to attend community events. Habitat for Humanity and Bautista visited to tour the station and discussed expanding WMNF podcast abilities. She explains WMNF provides production experience and distribution through their Spotify account and website. Not-For-Profits have three things they have to do: 1. Say at the beginning and end of their Podcast, "produced at WMNF studios in Tampa, FL," 2. Mention WMNF and use the WMNF logo on their own websites, 3. Mention WMNF website on any email or newsletter promotional material. Podcasts advertising WMNF are part of the marketing plan.

Randi is almost done with the programmer's agreement with Sam. There is a new artist agreement that covers any recordings or images used for social media. The social media agreement has been given to the program director, events coordinator, and host of the live music showcase. Randi has been to outreach events including The Soul Kitchen and Tampa Pride Parade. She also says there will be WMNF programming playing at St. Pete Pride.

Randi has been calling volunteer producers to make PSAs. She says there will be more varied PSAs and promos; Sam is working with the producers and Laura is doing the same for underwriting. Randi is making personal calls to lapsed donors to thank them for support and ask to donate again. Next WMNF fund drive is June 7th - 14th. There were 2 staff meetings where the fund drive calendar was laid out and action was taken on rescheduling training and premiums. She has scheduled a casual get-together with staff to get to know each other. Randi also did an interview with an elementary school classmate for Tuesday Cafe. The director of finance and administration has left. Gregory Bowers aka DJ Spaceship is the new assistant ops person.

The contract with the previous social media person was not extended. Social media presence is being coordinated with directors of development, programming, news, and public affairs. A volunteer has stepped up to be the point person for the music dept's social media. They are going to sign up for Nielson but not until the next fiscal year due to budget. Marketing will begin October 1st for the same budget reasons. Florida public media rankings say WMNF ranks either 7th, 8th, or 9th out of 18 stations. From spring to fall 2021 WMNF lost 9% of weekly listeners. New updated listener numbers will come in May at the next board meeting.

Overall WMNF streaming analytics age demographics are 35-44 at 20%. Morning shows are however more in the 45-54 age range. Overall listeners are 51-59% male. Freak Show and 60s Show skew heavily male and are two of the most listened-to shows. She explains that social media hits on Facebook and Instagram represent potential ad buys and that she will be mentioning this when asking for more marketing money in the budget. The ad buys are not expensive; they are roughly \$20 - \$120. She explains that 30% of listeners are listening to/reading the WMNF news and public affairs, not just music.

Randi explains that the front page of the website is taking too long to load and causing some potential listeners and therefore potential donors to exit the site. She says that potential donors are 10% of 10%; i.e. if there are 1000 listeners, 100 will be paying close attention and 10 will donate. She talked to staff about sending messages during shows that indicate it's a commercial-free radio station because of donations from the listeners.

Sam will be attending a Non-Comm convention in Philadelphia. Sam, Laura, and Sean are creating a group of social media volunteers for the station. WMNF are working with local venues to make sure they know to send bands to the station for live music performances on air. Randi continues going over more streaming statistics: The 60s Show in February 2022 had 486 listeners and March had 540. Words & Music had 437 listeners last month and this month had 483. The story with the most page/video views, 4512, was "Historian puts Russia's invasion of Ukraine in the context of the USSR breakup and NATO expansion." Listeners come to WMNF for news and public affairs. In the last month, WMNF reporters have shared 9 stories with Florida public network of radio stations.

WFLA has requested to broadcast WMNF the live music showcase if they go down in a time of emergency. Julie and the volunteer committee working on details for the Virtual Appreciation Party, Randi will be there. Movers for Moms collection bin in WMNF has been placed in the lobby; donations will be collected through the end of April. Randi says they're in the process of bringing in students from University of Tampa and USF as news and social media interns for the summer. Five students have applied, so far. Earned \$628 dollars at the Tampa Bay Blues Festival at the outreach table. Josh Morrow's vehicle will be used for St.Pete Pride. Randi will be at the outreach table at the Uptown Music Festival in May. The Development Dept is sending out lapsed mailing; Ian compiled a list of donors who have given \$500 or more to send thank you letters to. Patterson Foundation are going to match donations received for Giving Day. Replay Guitar Exchange is an underwriter for \$6000, annual contract.

Randi continues to explain that the Development Committee is still planning fundraising events; including Summer's WMNF Surf St. Pete. Emmy Lou and Laura are working on an event in August. The Community Foundation of Tampa Bay Meet the Match campaign is being finalized. The Ukrainian support banner on the website will be changed to Meet the Match banner; official campaign starts after

July 1st. The Hillsborough County arts grant panel met March 26th. WMNF got a 94% score, applied for \$25,000 but the amount WMNF will receive won't be known until the end of June. WMNF is asking for nearly \$800,000 from the PECO grant to replace our generators; it's in progress and being reviewed by Florida Public Media. The hiring for Director of Finance has been slow, looking into obtaining a recruiter for that position. Randi provided the finance chair with a preliminary balance sheet for all accounts. The podcast studio is almost done; furniture moved in, computers in, booms have been ordered. More dead air warning lights added to on air studios. The water filter has been repaired and replaced in the kitchen.

Randi informs that training has resumed for new playback operators and board operators. On air studio WiFi issues have been fixed by IT. She also says a new moveable fence will be installed for entrance safety. Adobe, Audacity, and Linux servers have all been updated for production studios. Security updates have been done to the WordPress as well. Randi then concludes the report.

Randi asks for comments and questions about the report. Jack suggests having small audiences for live music on-air sessions, maybe as a donor perk. Julie says audiences in live music showcases were before cameras and streaming were added. Julie then mentions Joe Porter has free ad buys set up through Google and that she has a post on the website with a list of all the items needed for Movers for Moms. Julie also says a 4th social media intern applied; bringing the total applicants to 2 news & public affairs broadcast interns and 4 social media interns. Katarina asks what the target date is for HD programming, how long people are listening, and if Randi could share information related to programming with programmers every month in an email, not just in station meetings. Randi says there is no target date for HD but she is thinking September as a potential time, that some listeners listen all day long but the majority listen for 3 hours (if they listen for above 5 mins), and that the analytics for programming being available to programmers may be too competitive; that sharing numbers about individual programmers may create an unhealthy situation. Randi says some numbers, including age demographic breakdown, will be shared with the programmers.

Nancy asks about making the app and website more user-friendly. Randi says she's working on adapting the RFP to make the site & app more user-friendly, less text-heavy, and load faster. Randi says she's made lists of people to send the RFP to. JoEllen asks if the plan when reaching out to lapsed donors to try to direct them towards the endowment or to fund drives or other areas. Randi says she is directing them towards all of the above and thanking them for donating. Cameron says it's encouraging that the Matrix and Hot Box formatting is working at attracting younger listeners. Randi says she's going to have vocal coaches give vocal training and presence to on air programmers.

Jack asks and confirms that there are no further questions or comments on the report.

• **New Business**

Jack Timmel

8:40

Will and Nancy will be going to the University Area CDC to network for WMNF Thursday 4/21.

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

P - 7, 7,7, 7,7,7,6,7,7,6,7,6,7

A - 8,7,8,7,7,7,7,6,8,7,6,6,6

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

S - 10,8,7,5,8,10,9,8,7,10,9,9,7,8

Emmy Lou Fuchs

8:47

• **Next Meeting 5/16/2022 at 7:15pm**

Jack Timmel

8:51

• **Adjournment**

Jack Timmel

8:52

**Will motions to adjourn, Nancy Seconds.
All in favor. Meeting is adjourned.**

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