

The Nathan B. Stubblefield Foundation
Board Meeting Minutes 7/18/2022
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	T		Mark Schreier		A
Nancy Cox-Johnson		A	Emmy Lou Fuchs	T	
Isha Del Valle	T		Scott Elliott	T	
Dyllan Furness	T		Greg Vannette	T	
Jennifer Meksraitis		A	JoEllen Schilke		A
Jennifer Campbell	T		Julie Scheid	T	
Amina Spahic	T		Jack Timmel		A
Cameron Dilley	T		Yvette Lewis		A
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.

<u>Agenda Item</u>	<u>Lead</u>	<u>Time</u>
• Call to Order	Isha Del Valle	7:21
• Roll Call / Proxies Guests: Michael Mainguth	Emmy Lou Fuchs	7:22
• Agenda Review Jennifer C moves to accept the agenda, Cameron seconds	Isha Del Valle	7:23
• Acceptance of items on Consent Agenda Committee Updates: No meeting held: Bylaws, Nominating, Personnel, LRP, Diversity, Technology	Isha Del Valle	7:24

Minutes in Basecamp: Finance

• Review/Approve Last Month's Minutes Emmy Lou Fuchs 7:25

Jennifer C moves to accept the minutes, Cameron seconds

• Attendance Review Emmy Lou Fuchs 7:31

Emmy Lou has two absences, two other board members will reach two absences after this meeting and will be contacted via email.

• Long- Range Planning Committee Cameron Dilley 7:33

The LRP held an executive meeting to go through their documents outlining priorities, areas of interest and wishlists to implement long-range plans. Submitted to Randi to assign deadlines and solidify dates, and give suggestions or revisions.

• Volunteer Committee Amina Spahic 7:36

Amina and JoEllen met with Randi about implementing best practices for social media outreach, and setting up a process that gives individuals ownership over their own branding while staying within style guides for the station. Also discussed the proposed programmers agreement, substitute hosting and getting more volunteers. There is a zoom meeting for the volunteer committee to discuss the record sale at New World Brewery scheduled for tomorrow. There was a request to have the manager's report distributed to stakeholders, there was some confusion on if the report is attached to the minutes.

Isha asks if the programmer's agreement included the new social media policy, Randi explains that there is a policy in place from the previous GM.

• Finance Committee Greg vannette 7:39

The station is on track budgetarily with a strong cash position. Teams are working on the fiscal year 2023 budget currently. Had suggestions at the committee meeting for testing different electronic payment methods, and Isha explains that she is putting forward a recommendation to test paypal and venmo to accept money from donors. Jennifer C motions to accept the recommendation, it passes unanimously.

Jennifer C talks about opening a new bank with Climate First bank, which was recommended by the finance committee about a year ago. To move forward on opening the account, they need signatories, and the committee recommends that the signatories be Shane as director of finance, Randi as general manager, Isha as board president and Greg as board treasurer. Jennifer C motions to accept the recommendation and it passes unanimously. The finance committee also recommends adding Shane and Randi as signatories on the Parnassus account in order to get statements, because the current signatories are no longer with WMNF. Jennifer C motions to accept the recommendation and it passes unanimously.

• Manager Report Randi Zimmerman 7:46

There have been multiple meetings with WMNF staff and the Cuban Club to start planning for Tropical Heatwave, which will most likely be in May of 2023. There are new show icons for every standalone show that can be podcasted, particularly the public affairs show. There is a podcast landing page that is ready to launch as soon as all the logos are finalized.

The music and promos for the Pride parade truck have been set up and tested. Randi has been doing the Friday morning headlines while Sean is out. Randi has been working with Cam to search for a firm to help with creating marketing plans. Prepped paperwork for the Broadcasting Hope grant. Working with a PR person who works with UACDC and Strasz to work on publicity. Received the contract from WFLA to formalize our relationship as an emergency broadcast site, which the attorney is reviewing currently. Attorneys are also looking into legal details regarding making T-shirts and copyright issues. Trained a programmer and a volunteer on how to produce promos, to work towards having more promos with a variety of voices, which will be under a minute. Produced the foundation PSA regarding the supreme court's decision on reproductive freedom.

Held a social media planning meeting with Amina and JoEllen, and scheduled a social media training session on August 29th. Developed a plan to have 4 permanent areas of training per year: social media, technical, best on-air practices, and voicing for conversation and communication.

The audience in the 35-44 range is continuing to grow, with 60% of listeners between 35 and 54. Amanda Doyle, host of Fresh on Tap, and Jim Bannon of Rustic Soul are stepping down, and the station has been taking applications for their time slots. Events that are being planned and promoted now are the Freakin Dreamin Groovefest in August, the birthday bash, and CimaFunk in October. The overall audience numbers have been slightly down, but that is probably due to the fund drive and not a cause for concern.

In news and public affairs, the headlines and programmers emphasized the mission statement for June, which was LGBTQ+ pride month. The social media analytics show a few spikes of high engagement, and we need to focus on making more spikes per month. 12 8-10th grade Students from Campfire Sunshine USA came to do volunteer learning by working in the garden, prepping for fund drive and even recorded some station IDs. Working with the Spring of Tampa to create a new PSA for Camp Hope, which is a national camping and mentoring program focused on children and teens exposed to domestic violence, made in collaboration with 5 domestic violence centers.

From the development department, Laura sent an email to help with social media and wrote on-air spots to close the gap. The fund drive raised \$194,000 this month, up from \$187,000 in June. Signed a new underwriter of Florida gulf coast wrestling for a back-to-school event. The Surfs St. Pete at Intermezzo netted \$1,382 in fundraising. Vehicle donations are up 30% over expectations, bringing in \$67,000. The Meet the Match campaign launched officially on July 5th, with the initial emails raising about \$21,000. The development department is overseeing the writing of three grants.

All the inventory amendments have been completed for insurance, installed and activated new digital receptionists and UPS backup batteries, and various other maintenance. New board operators and phone screeners have been trained. The HD2 channel is set up and being tested and curated now.

Cam asks why the archives only go back one week and Randi says that she will look into seeing if the storage can be upgraded, but they can't be online longer than two weeks for licensing reasons. Isha mentions that the programmer's agreement needs to specify that WMNF is not responsible for legal fees if someone re-uploads their shows somewhere else without licenses.

• New Business

Isha Del Valle

8:22

Board revenue - the board has a goal of contributing \$4,000 by the end of the fiscal year. Julie talks about options for fundraising, suggesting a wine pull at the Birthday Bash. The board agrees to work on planning for fundraisers outside of the meeting.

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

Emmy Lou Fuchs

8:30

P - 10, 9, 8, 8, 10, 9, 9, 8, 8, 9, 8

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

L - 8, 9, 9, 9, 9, 9, 10, 10, 10, 9, 10

S - 10, 10, 10, 10, 10, 10, 10, 10, 9, 10

• Next Meeting 8/15/2022 at 7:15pm

Isha Del Valle

8:33

• Adjournment

Isha Del Valle

8:34

Jennifer C motions to adjourn, Greg 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

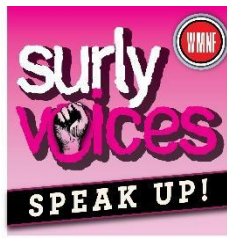
MANAGEMENT REPORT

July 2022

Prepared by: Randi M. Zimmerman, General Manager

Overall – GM

- Multiple meetings with WMNF staff and the President of the Cuban Club to discuss Tropical Heatwave. We're looking at a May 2023 date. We'll keep you posted on details as we get them.
- Staff is steeped the budget process and has made a detailed first pass. Held additional meetings with individual departments regarding their needs and requests.
- New show icons are being made for every show that can be podcasted as a stand-alone show, which are all of the originally produced public affairs shows. Samples:



- Podcast landing page has been produced and is ready to launch once the icons are done.
- Equipped and tested music set up for Pride Parade truck. Produced the sound track with music (by Isha and Josh) and programmer-voiced promos for the truck. Marched (danced, loosely defined) in the parade, handed out flowers, and sang (VERY loosely defined) to our sound track.
- Trained by Lisa Marzilli and Meghan Bowman to do the Friday morning news headlines while Sean has been out. 17 years later, the old gal still got it.
- Working with Cam on re-igniting our search for a firm to help us with creating marketing plans.
- Prepped paperwork for the Broadcasting Hope Grant, listening and producing stations in Pinellas County.
- Met with the PR person for UACDC. She also does some work with the Straz.
- Received contract from WFLA to formalize our relationship as an emergency broadcast site. Our attorney is reviewing it.
- Contacted another set of attorneys because someone is making WMNF t-shirts and other issues regarding copyright, our name, and trademark.
- Met with News & Public Affairs Director to discuss who will be filling in on his duties during his leave.
- Trained one long-time and one new volunteer how to produce promos, which you have heard on the air.
- Produced the NBSF PSA responding to Supreme Court's decision on reproductive freedom and the ability to obtain an abortion.
- Attended the fund raising event at Intermezzo and socialized with board members, listener-sponsors, staff, and programmers. I did not win anything for my ugly shirt.
- Social media planning meeting with two volunteers who do social media for a living. Social media training session scheduled for August 29th. Details of that course forthcoming.

- Developing plan to have four permanent areas of training per year, with topics changing within these areas: social media (e.g. elements of a Facebook post), technical (e.g. Houston there is a problem, aka simulations), best on air practices (e.g. never apologize for a technical error), and voicing for conversation and communication (e.g. how to engage your audience). One of these is currently scheduled. Two others (technical and voicing) are in development and will have delivery dates by next month.
- Gave a few tours to people new to WMNF (“driven by a thousand times”) as well as listener sponsors who have never seen our station.
- Completely delighted to sit at a meeting as WMNF General Manager with other Pacifica affiliate General Managers.

Programming

- WMNF continues to build audience in the 35-44 range, according to Google Analytics. Does this mean we still have a large population of listeners who fall in the age range of 55-64 and 65+, and should we still keep them in mind while making future changes in programming? Absolutely! However, it's exciting to see more people from this age group coming to know and love our Community Radio Station.
- WMNF's Juneteenth event at The Palladium in Downtown St. Pete went well in reception! Attendees enjoyed the local band and requested we do more soul and R&B-based shows. The Diversity and Inclusion Committee, especially Pam, Jen, and Scott, were very helpful in bringing the show to fruition. However, because of many factors the event unfortunately lost money. In order to avoid this next year, and to ensure that diverse voices are included in the process, Sam is creating a Juneteenth Committee in conjunction with the Events team and Diversity and Inclusion Committee, and we have already started to talk with our community partners from this year.
- We are unfortunately saying goodbye to the talent on-air programmers Amanda Doyle and Jim Bannon. While they will no longer have a show on air, they will continue to sub and cover for shows when needed. Grant Hart will be filling in Thursdays 6-8pm by reviving Grave's Pizza Party, which means Mondays 6-9am and Thursdays 3-6am will be having new shows soon. Mondays' application process is currently closed, but Thursdays is still available to apply for through Monday the 18th!
- Staff has sent their edit of the Programmer's Agreement to the Volunteer Committee. Once they give suggestions of their own, Staff will review and resubmit a final version.
- Lastly, we have some events on the way, including a Freakin', Dreamin', Groovin' Fest (details to come), WMNF's 43rd Birthday Bash on September 10th at the Palladium, and CimaFunk at the Cuban Club in Ybor on October 14th.

Most Listened to Live Streamed Shows of June (5/29/22 to 7/2/22, Average Overall)

1. The 60's Show (500 listeners)

2. Words & Music (431)
3. The 70's Show (396)
4. The Freak Show (307)
5. The Rhythm Revival (304)
6. Surface Noise (276)
7. Saturday Bluegrass Show (272)
8. Soul Party (255)
9. WMNF with Katarina (254)
10. WMNF with Randy & Blannie (253)

Honorable Mentions:

11. WMNF with Bobbie Dusenberry (244)
12. WMNF with Cam Dilley (241)
13. WMNF with The LuLus (239)
14. WMNF with Sam Hval (232)
15. Saturday Soulful Soiree (214)

For Reference, most Listened to Live Streamed Shows of May (5/1/22 to 5/28/22, Average Overall)

1. The 60's Show (563 listeners)
2. Words & Music (475)
3. The 70's Show (449)
4. The Freak Show (363)
5. The Rhythm Revival (346)
6. Surface Noise (305)
7. WMNF with The LuLus (305)
8. Saturday Bluegrass Show (295)
9. Soul Party (292)
10. WMNF with Randy & Blannie (290)

I believe the dip we inevitably had during the first full week of June while we pitched and fundraised may have affected online listener averages for all shows. However, nothing too drastic from the previous month!

News & Public Affairs

This report contains half of the standard month from the N&PA due to the Director's leave. We will fill in the balance in next month's report.

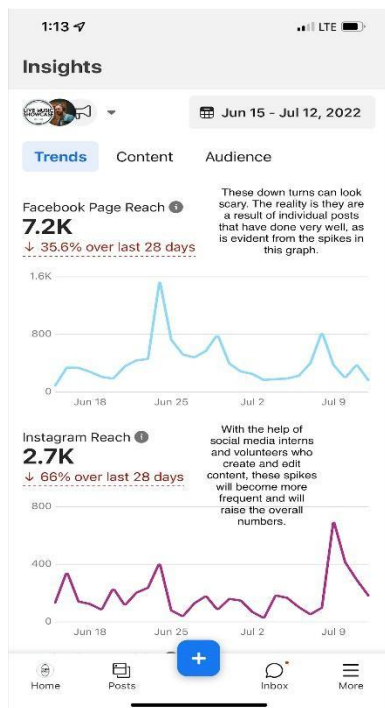
- WMNF News headlines and Public Affairs programmers emphasized WMNF's Mission Calendar in June (LGBTQ+ Pride).
- 6/22 – Healthy Steps – Pride and HIV testing and treatment
- 6/29 – news headlines about St. Pete Pride
- 6/29 – MidPoint scheduled “Drag Queen Reading Hour” but the guests canceled because of the atmosphere of fear and violence they’ve experienced in Pasco County
- @wmnfnews Instagram reel of St. Pete Mayor raising Pride flag over city has 2,729 views

- McKenna's story, <https://www.wmnf.org/working-people-in-st-petersburg-struggle-to-afford-living-in-the-city/> has more than 1,000 views.
- New WMNF News intern started July 1.

Social Media Data

Our Social Media person was out of the country and following from afar.

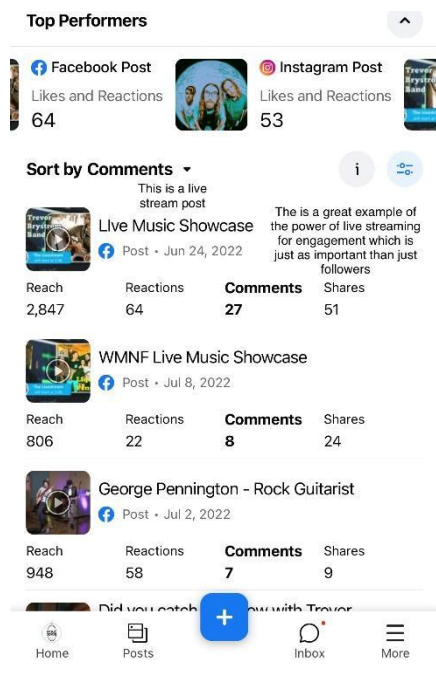
1. Sometimes drops are in comparison to particularly engaging content as in this case. We simply focused on providing good content more in the May-June time frame than in June-July.



These down turns can look scary. The reality is they are a result of individual posts that have done very well, as is evident from the spikes in this graph.

With the help of social media interns and volunteers who create content, these spikes will become more frequent and will raise the overall numbers.

2. Engagement Driving Content



This is a great example of the power of live streaming for engagement, which is just as important as followers.

3. Instagram reels continue to be better than simple posts. We are developing this by making sure we have more photographers, photographs, and content producers.

Volunteer/Outreach Department

- **WMNF has new interns for Summer** – One from USF/St Pete working with Sean in N&PA and with Sam, Laura and Ken on Social Media and 2 from HCC, learning board operation and other skills for producing our best on-air product. More to come in the Fall, as well.
- **Monday, June 6th, we welcomed a group of twelve 8-10th graders from Camp Fire Sunshine USA and two adult leaders from Lakeland, FL.** Some worked outside in our garden with Sid Flannery, our Green Team Leader. Others did prep for fund drive (which started at 9am the next day), folding letters and stuffing envelopes. A few did more “radio-like” things, and recorded station IDs with Technical Operations Chief, DT and checked CD alphabetization in the library with Music Director, Flee.
- **WMNF was at 3 places in St Petersburg on Saturday, June 18th:**
 - 1) The St Pete Pride LGBTQ+ Youth & Family Day, thanks to Isha & Paula!
 - 2) The 3rd Juneteenth Business Expo in South St Pete, thanks to Randi Z & Jim!
 - 3) WMNF's Juneteenth Celebration at the Palladium Theater – Fun was had by all, with music & a Fredrick Douglas spoken word artist, hosted by the Diversity Committee.

Thank you all, for an exhausting day, no doubt!

- WMNF took part in the **St Pete Pride 2022 Diversity Parade, Saturday, June 25th**. Driving Josh Morrow's vehicle with WMNF's magnetic signs (donated by Chrysanna Hanes and Sign Art Group) and playing an 88.5FM playlist started on Spotify by Isha & Josh, logistics thanks to Randi Z & DT!! We passed out flowers again and the music was a BIG HIT.
- Miss Julie and the Volunteer Committee are working on a **Music Sale to be held at New World Brewery on Saturday, September 24th**. We have two volunteers helping to check condition and price the donated items, one of whom has 30 years of experience in the retail music field & the other is a newbie who is soaking it all up! Other vendors will be there, too, if all goes according to plan. Stay tuned for details or be in touch to donate your LPs!!
- We are working with **The Spring of Tampa to create a new PSA for Camp HOPE**, which begins in August. In collaboration with five other local Domestic Violence Centers, they are launching a national program called Camp HOPE. This is the first evidence-based camping and mentoring program in the United States to focus on children and teens exposed to domestic violence. Camp HOPE is composed of a week of camp, supported by year-round activities.
- Outreach volunteers, headed by Pamela Robinson again, will be at **The Resource Empowerment Centre & Black Billionaire Institute's Back to School Bash on Saturday, July 30th from 11:00 am to 1:00 pm at 9309 N. Florida Avenue in Tampa**. This event has something for everyone!! Along with a live DJ, there will be a bounce house and a book bag and school supply giveaway. Also, eye exams and eyewear assistance for students will be available and all-ages Covid Vaccinations. People will be on hand to assist with SNAP & job applications. For more information go to blackbillionaireinstitute.com – WMNF Volunteer slots are posted on SignUp Genius or contact Miss Julie to help. And P.S. – We made a PSA for this event, too!
- WMNF will be taking donations for a silent auction at the **43rd Birthday Bash on Saturday, September 10th**. If you have business contact or item to donate, please reach out to missjulie@wmnf.org or any other way you have to inform us. Please mark your calendars to join. Thanks!!
- **More recent community outreach events** include DJ CenFlo at New World Brewery on Wednesday, July 13th and Bryan, Josh & Esme's Big Gay Radio Show's Drag Queen Bingo at Quench Lounge in Largo on Thursday, July 14th. Lounge Laura Taylor will be at New World on Wednesday, August 3rd. More info on wmnf.org under Community Events!

DEVELOPMENT DEPARTMENT

WMNF Summer Fun Drive

Laura sent a follow-up email, helped with social media posts, and wrote on-air spots to close the gap. As of July 12, 2022, we are at \$194,000 for our Summer Drive. Last month, we raised \$187,320 after the drive. Expectations fell short for the entire drive, as did the choice of Habitat for Humanity Hillsborough County as a premium. A total of \$3,431.58 was raised. Laura rounded up the 5% to make a \$200 donation to Habitat.

Underwriting

Laura signed on one new underwriter for a one-time \$1000 contract, “Florida Gulf Coast Wrestling” for a back-to-school event. Laura is also trying to renew Happy Feet. They are under new ownership after the demise of their original owner, with whom WMNF had a great relationship. Happy Feet also has new and separate marketing and accounting departments. Happy Feet is extended for one month at \$500. Laura also checked in with Tampa Day School for renewal. Their enrollment is strong for now but they said to circle back next month.

Other Development Projects

“WMNF Surfs St. Pete” at Intermezzo in St. Petersburg on June 30th, a cocktail and surf band fundraiser, grossed \$1867 and netted \$1382 after expense. Vehicle donations remain high. They were down sharply in June at \$493. However, because of the strong performance of the program, the Development Projects line is over 30.55% at \$66,877.38

Planned Giving

Historic things are happening in this area! The Community Foundation of Tampa Bay (CFTB) “Meet the Match” campaign launched on July 5th, and an initial email to supporters went out that day. As of this report, we have \$16,118 to be matched by CFTB. There is a running post on wmnf.org that will be updated with each donor’s name who wishes to be acknowledged. An ad ran in Creative Loafing. Laura and the Planned Giving Committee also have collateral material and are ready to identify donors and prepare asks.

Grants

The Development Department is overseeing and writing three grants. The annual State Department of Education Grant (DOE) is being submitted by Laura and Shane. Under Laura’s supervision, the Special Events Team is working on a Ybor City Development Council Grant for Tropical Heatwave. Finally, Laura and Randi are applying for a “Broadcasting Hope” podcasting grant to tell the stories of listeners in Pinellas County and to establish remote studios in St. Petersburg.

HR

Our News & Public Affairs Director is on leave but expected back remotely by Thursday of this week. He does not anticipate needing more time than we originally discussed.

Financials

- Completed first draft of budget and met with staff about it.
- New bank has been set up to stay under \$250K FDIC limit – Climate First.
- Next year's DOE grant application (\$100K) – Laura and I have nearly completed this.
- Paid quarterly payroll taxes and past reemployment (unemployment) taxes.
- Researched different mobile app payment methods and presented to the Finance Committee.
- I request authorization from the Board for me to be a signer on Parnassus account 40224175, so I can check the balance of this account.
- Upcoming:
Due 7/31: DOE quarterly/final report and 5500 Tax Return (403b)

OPERATION & ENGINEERING

- Completed inventory amendments
- Completed recording and activation of the new digital receptionist
- Received shipment of new UPS batteries
- Installed new UPS batteries
- Met with Carrier for walkthrough of our HVAC system
- Received Quotes from Carrier for new HVAC equipment
- Repaired broken faucet in women's restroom
- Setup, tested audio equipment for pride parade
- Worked on 2023 Budget outline
- Completed TUC clock for programming the new streaming channel
- Ordered cleaning supplies for studio
- Repaired west side door weather stripping
- Installed wall mounted phones in rack-room, and kitchen
- Provided gate access to Cummings for transmitter site maintenance
- Made adjustments on streaming channel
- Shopping at Costco for station supplies
- Training new board-op and phone screener
- Complete Sexual Harassment training
- Ordered Com-rex brick link
- Ordered new headsets for Live Music Showcase
- Ordered new headsets for the Membership Drive phone answers
- Curating musical elements for the new streaming channel
- Ordered disposal mic covers

IT/WEB

IT

- * Data room review, organized equipment - plan to deploy layer 3 switch
- * Budget 2022
- * VLAN and multi-factor authentication (MFA) tickets with Infotect
- * Continued new Watchguard VPN deployment
- * Stream2 router outage, replaced with backup, rebuilt for backup
- * Synology NAS servers firmware updates
- * Transmitter Synology issues, replication reinitialized
- * Podcast scripts description updates
- * Program changes - updates to streaming/archiving scripts, Allegiance update
- * Steam counts queries and reports by show and daypart
- * Review of Infotect ICAP monthly and quarterly reports

Web

- * Meet The Match (endowment) campaign development
- * New website page for Podcasts
- * Developing website home page layout changes
- * Website expansion of news stories in sidebar
- * Website date format changes to remove leading zeros
- * Website ads updated, rearranged
- * Fixed issue with Disqus comments
- * Added social media icons to website header
- * Menu changes - program guide, MtM
- * Major WordPress version 6.0 preparation
- * Developing website FPREN widgets
- * Podcasts review - adding to Spotify, TuneIn and iTunes updates
- * Started development of new web query for view of all programs data to assist with internal updates, podcasts, etc
- * Continued development of new form for submitting new programs to set up
- * Evaluating home page of website for load time