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

- **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 asked 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 programers 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**

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
Jennifer C motions to adjourn, Greg Seconds.
All in favor. Meeting is adjourned.
Isha Del Valle 8:34

THE BOARD'S ROLE
Govern the NBSF, which protects the FCC license, building and equipment, goodwill; employs staff.
Establish 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.

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by Emmy Lou Fuchs, Secretary