

WMNF Community Advisory Board

Minutes for August 31, 2022

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.

Attendees: Amy Wintraub, Progress Florida

Joe Lugo, Hispanic Chamber of Commerce of Pinellas County, J3 Creations/P3 Creations

Dyllan Furness, Board of Directors, Chair of CAB

Meeting began with introductions via Zoom at 5:35pm.

Dyllan gave members the following action items:

1. Recruit new CAB members.
2. Conduct a “mission audit” in which members listen to WMNF and review how well the station is adhering to its mission.

Dyllan provided an update on including the following:

- Meet the Match - Working with the Community Foundation of Tampa Bay to establish a revenue generating fund for WMNF. Goal of raising \$200,000 by summer of 2023, which will be matched by Community Foundation and funds set aside by the Board of Directors.
- Long Range Plan - The diversity committee has drafted a survey to go out to our listeners, donors, and staff to assess how well the station serves and represents our community. Survey includes questions about demographics, how stakeholders listen and engage with WMNF, their impressions of the station's programming and events.
- Urban Café - Recently launched Urban Café on HD2 channel. The channel is a platform designed to serve the Black community in Tampa Bay. It features a mix of music and public affairs programming 24/7.
- Recycling - The city no longer picks up recycling from commercial buildings. However, thanks to the work of some dedicated staff and volunteers, WMNF has set up recycling bins at the station. People have volunteered to take the recycling to dedicated pickup sites.
- PSAs - WMNF offers airtime for PSAs and recording space to local nonprofits.
- WMNF's 43rd Birthday Bash is at the Palladium on Sep 10.

Meeting moved to open discussion at 5:43. Amy shared that she hears only good things about WMNF. Joe shared that his impression has been that WMNF is committed to the community, bringing awareness to community issues, and providing an alternative to more mainstream media.

Meeting adjourned at 6:00pm.