

**THE NATHAN B. STUBBLEFIELD FOUNDATION
BOARD MEETING MINUTES 10/17/22
WMNF COMMUNITY RADIO 88.5 FM**

WMNF 88.5 FM COMMUNITY RADIO, 1210 E. MLK Blvd., Tampa, FL 33603-4417

Meeting Attendance					
Board Member	P	A	Board Member	P	A
Will Greaves	T		Nancy Cox-Johnson	T	
Isha Del Valle	T		Dyllan Furness	T	
Jennifer Meksraitis	T		Jennifer Campbell	T	
Amina Spahic		A	Cameron Dilley	T	
Mark Schreier		A	Emmy Lou Fuchs	T	
Scott Elliott	T		Greg Vannette	T	
JoEllen Schilke	T		Julie Scheid	T	
Jack Timmel		A	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

Lead

Time

Call to Order

Isha Del Valle

7:22

Roll Call/Proxies

Emmy Lou

7:23

Guests: Michael Mainguth

Agenda Review

Isha Del Valle

7:24

Meetings will be in person starting next month.

Acceptance of Items on Consent Agenda

Isha Del Valle

7:23

Jennifer C moves to approve the agenda as presented, second by Nancy

Committee Updates:

- No meeting held: Bylaws, Nominating, Personnel, LRP, Technology, CAB, Development, Technology
- Minutes in Basecamp: Finance

Review/Approve Last Month's Minutes **Isha Del Valle** **7:25**
Motion to Approve by Jennifer C, seconded by JoEllen. All in favor. Minutes approved.

Visitor's Comments **Isha Del Valle** **7:26**
1. Michael Mainguth- Just here to observe

Interviews **Isha Del Valle** **7:28**
The board conducts interviews for the open board seat.

Executive Session **Isha Del Valle** **8:30**
Isha moves to enter executive discussion to discuss voting. Jennifer C seconds.

Volunteer Committee **JoEllen Schilke** **9:03**
Record sale event went well. Results of the volunteer committee election will be announced at the next board meeting.

Personnel Committee **Will Greaves** **9:04**
Gave list of salary ranges that the personnel committee recommends for each position at the station. The development director recommended range is 45-60 thousand, and the salary at WMNF is \$52,476, which is lower than the average range of salaries across the industry. The personnel committee recommends trying to find a way to budget for a higher salary offering, since it's a very important hire for the station. Discussion on what the exact recommendation should be and how and when it should be voted on. Will is going to confer with the personnel committee and put out a vote by email within a week.

Community Advisory Board **Dylan Furness** **9:18**
Community advisory board meeting at the end of August. Two community members attended. Gave an update on the long range plan, meet the match, urban cafe, new recycling, PSAs and the 43rd birthday bash. Asked them to recruit new community advisory board members, and to listen to the station and give feedback on how well we are staying on mission. Also asked the board to recommend anyone who would want to join the committee.

Finance Committee **Greg Vannette** **9:21**
Operating budget for the year was planned to have \$20,000 of revenue in excess of expense, and is actually closer to \$75,000. Management is working on putting the next budget in place. Talked about reporting improvements we could make as we go forward. Looking to move some of the Meet the Match money that the board has committed to into the Foundations account so that it can be utilized.

General manager report**Randi Zimmerman****9:23**

October Management Report attached

The pledge drive raised roughly 75% of the goal. Still determining how to handle the shortfall. Hurricane relief premium and Chuck Prophet offerings were big hits, but the hurricane and the recession/poor economic news made it harder to raise money.

Attended the Florida Public Media board meeting. Learned that state funding for public media is still tenuous, and we were advised to highlight to audiences and elected officials the role that the station can play in public safety. There seems to be an overall downturn in membership and underwriting. Organizations have cut expenses to compensate, and are building social media content to build followings.

Did outreach at the University of Tampa Internship Fair with the volunteer coordinator, got contact info for dozens of students by offering a coupon to the cd and record sale. Met with returning volunteer producer and updated the new production studios. Gave a presentation to Pacifica station managers roundtable about how we use data. Posted senior reporter position. Met with the creative team.

Prepared extensively for hurricane Ian, and the station never went off the air during the storm. Did on-air pitching and answered phones during fund drive. Went through first round of senior reporter applications with news and public affairs director.

Starting heatwave planning, events coordinator is hiring bands. Focusing on best practices for on-air studios, with posters printed and more information coming soon from the programming director and news and public affairs director.

Tom Petty tribute coming up on Saturday, with 224 tickets sold. Halloween ball has sold 10 tickets. Keller Williams show is nearly sold out. Looking to do events in Bok Tower in Winterhaven to reach out to Lakeland audience.

News and public affairs provided coverage before, during and after the hurricane. Partnership with the Florida public radio emergency network went very well. Sean Kinane was interviewed by democracy now twice, as well as a radio station in Australia. A number of popular news stories on the website, including one with over 15,000 views. 5 stories from the newsroom went out to the Florida public radio network. For September's mission focus on latin heritage, there was a headline story about the Rays hiring 9 latin american players and one about US census building trust in black and hispanic communities. For the October mission focus on indigenous people, there was a story about Chamberlain high school replacing an insensitive mascot.

Volunteers were awesome during the fund drive. New front desk volunteers from AARP, interns continue to excel in the newsroom producing stories and doing analytics.

Development has been a little slow but not stopped. Ken Aperson has secured a \$5,000 underwriting contract to sponsor Live Music Showcase. The St. Pete International Folk Fair Society is underwriting contracts and relations established by JoEllen. Underwriting in September is up about \$1,000 from last september. Endowment fund continues to receive

pledge money, with \$48,000 in the bank and more than \$50,000 pledged. Hillsborough county arts council cultural development grant came through with \$18,000.

Placed advertisements for bookkeeper position, opened endowments account, and the fiscal year 2022 audit is in place.

PALS (Participation, Accomplishments, Listening, and Scheduling) P - 8,6,9,8,7,7,7,7,6,7,9,7,7,10 A - 8,8,6,7,10,7,7,8,7,7,7,7,8,10 L - 9,9,7,9,9,10,8,9,8,8,7,9,9,10 S - 9,10,8,10,10,10,10,10,10,10,10,10	Emmy Lou Fuchs	9:42
--	-----------------------	-------------

Next Meeting 11/21/22 at 7:15 p.m. The next meeting will be hybrid in person and virtual, in accordance with the updated bylaws.	Isha Del Valle	9:49
--	-----------------------	-------------

Adjournment JoEllen motions to adjourn. Scott seconds. All in favor. Meeting is adjourned	Isha Del Valle	9:59
--	-----------------------	-------------

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, Board Secretary

DRAFT