

**THE NATHAN B. STUBBLEFIELD FOUNDATION
BOARD MEETING MINUTES 11/22/22
WMNF COMMUNITY RADIO 88.5 FM
WMNF 88.5 FM 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		Geoff Gutgold	P	
Isha Del Valle	P		Dyllan Furness	P	
Jennifer Meksraitis	P		Jennifer Campbell	P	
Amina Spahic	T		Yvette Lewis	P	
Mark Schreier	P		Emmy Lou Fuchs	P	
Scott Elliott	P		Greg Vannette	T	
JoEllen Schilke	P		Samantha Hval (Staff Rep)	P	
Jack Timmel	P				
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	Isha Del Valle	7:23

Roll Call/Proxies	Isha Del Valle	7:23
Guests: Michael Mainguth, Greg Musselman		

Agenda Review	Isha Del Valle	7:25
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As of this meeting, meetings will be in person again. Members can have 4 zoom call-ins as part of their rolling absences.

Acceptance of Items on Consent Agenda	Isha Del Valle	7:27
[?] moves to accept the agenda and last month's minutes, Jennifer C seconds		

Visitor's Comments	Isha Del Valle	7:28
No comments from visitors		

Finance Committee**Greg Vanette****7:29**

Revenue and expenses were both down in October, with net income about 10 percent lower than expected. The committee expects things to even out over December and both revenue and expenses will come back into line with expectations.

Manager Report**Randi Zimmerman****7:31**

We have closed the gap for the last fund drive, reaching 84% of the goal. Considering increasing the amount of days spent fundraising. WMNF does about 24 days of fundraising per year while other public media usually does 30 days. Agreement with the marketing firm Co-Conspirators has been signed and implementation of the contract has begun. We are in the first phase of the contract which is planning and research.

Had multiple meetings with board members and radio activists about concerns, ideas and to clear the air. Produced promos for veg fest. Worked on development director posting and scheduling interviews, second interviews with the two candidates will happen tomorrow and wednesday. In conjunction with WSLR in Sarasota, produced an episode of Sprouts. Worked with communication team on the end of the year campaign and produced a calendar with upcoming social media blasts and ad campaigns. Now that we are a Nielsen subscriber, we are in the top 20 out of 46 tracked stations in our market.

Working with the director of finance administration to better understand underwriting and contract compliance. WMNF is still bringing in revenue from underwriting even though we're between development directors. Worked with Meet the Match committee on phone calls to listener sponsors. Stage managed the sponsored stage at Dunedin Wine and Blues. Attended Great American Teach-In, letting kids write a script and read it on air. Met with Hillsborough county grant meeting for awardees. Decided dates on upcoming fund drive (Feb 22nd - March 1st). Had a pizza party with on-air volunteers. Holiday party dates are set for the board on December 16th and staff for December 8th. Two new shows introduced this month, Jazz in the Night and Revenge of the Synth. There was a dip in streaming during the hurricane but a spike in radio listeners. Planning to announce Tropical Heatwave lineup on January 1st. Already started planning Juneteenth event.

In news and public affairs, a candidate has been offered a senior reporter position and hopefully we'll have their answer this week. Airchecks with public interest and news programmers scheduled for early december. From October 13th to November 15th, 5 WMNF stories had more than 1500 pageviews. Sean was a guest lecturer teaching a class hosted by Sunshine State Standards and US Department of journalists learning english about fact checking and news, ethics in journalism and an overview of WMNF.

Erika Flaskamp is the new social media coordinator. Likes, visits and reach on Facebook are up. Reach and engagement are really good. WMNF will be at Tour de Clay, at the Tampa Bay Black Heritage Music Festival in January, and at the MLK Jr. Parade with a float that has music. There's a PSA in the works for the White Cane announcement and many non-profit Tampa Bay area events have been posted on the events calendar. Miss Julie and Pam Robinson

have been working with Echo Fest to create a PSA for their event at MOSI, where WMNF is a media sponsor and will have an outreach table. Recent community outreach events were the Tampa Bay Vegfest, Dunedin art harvest, UACDC Community Health Fair, River Tower fest in Tampa, Dunedin Wine and Blues.

Underwriting revenue was higher in October compared to October last year. WMNF is pretty much on target. Car donations are down but still coming in. Meet the Match Campaign is in the bank at \$52,000 with a large stock donation of \$24,000 still being transferred. Signed contract for Hillsborough County art council development grant for \$18,308.71. Paypal is now an option for donations on the website.

Continuing to maintain PP supplies. Set up conference rooms for meetings. Installed new air studio incoming flashing wall lights. Launched four new local podcasts on HD2 channel. Assisted with new hire interviews. Deployed firewall management software. Deployed new domains for new development director and communication group. Updated pre-rolls and programming schedules for podcasts on the HD2 channel. Added more mobile friendly pages on the website. Updated podcasts so they can be found on spotify, tunein and itunes.

Committee year end overviews

Isha Del Valle

8:07

Each committee chair had prepared an overview and wrap-up for the year.

Finance Committee Review

Greg Vannette

8:09

Reviewed internal controls with public accountants and auditors, which were well documented and implemented. There are dual signatures and other checks and balances and our financial controls are very sound.

Going into 2023, the focus is on reporting and getting good granular data. Making sure cash positions are presented as reconciled and showing what cash positions are operating cash, reserve cash, additional reserves, endowment, etc. The committee set a deficit spending operating budget and overall cap budget. The goal is wisely managing the cash and not just sitting on it but deploying it to do the mission of the station while still maintaining strong budget positions.

Diversity Committee Review

Jennifer Meksraitis

8:14

Had three meetings in 2022. Did the MLK parade and planning for the next one already. Had a presence at Tampa pride, St. Pete pride, Juneteenth and many other events. The station is already naturally very diverse and the committee focuses on enhancing that and reaching out at events.

Community Advisory Board Review

Dyllan Furness

8:17

Inherited CAB from Nancy, membership had dropped after COVID, and trying to get more members. Had two meetings and got two additional members, for a total of five who are not WMNF affiliated. The role is to get feedback from the community. There haven't been any negative statements because it tends to be people who are already committed to the station,

looking to get more constructive criticism in the future. Planning another meeting before the end of the year.

Long Range Planning Committee Review

Cameron Dilley

8:23

In the last year of the long range plan that was conceived to get the station back in touch with the community and back on mission. Made great strides and improvements, and Randi has been working very closely to make sure the long range goals are checked off. Going out into the community to places the station hasn't been in decades is really making a difference in listenership and engagement, and has been paying off directly in fundraising and endowments. Working on improvements to branding and marketing, currently working with a marketing agency in the discovery phase to survey and collect data. Working on technology, from data driven analytics to on-demand listening. Need to work on the next 3-5 year plan soon.

Bylaw Committee Review

Mark Schreier

8:42

The bylaw committee is reactive instead of proactive, having only two meetings in two years. Met earlier this month to clarify some confusion over how bylaws were being interpreted. Would like to be more proactive by encouraging everyone to read through the bylaws and bring up any issues or questions they might have. Started an ad-hoc project to go over all the policies and procedures and make sure they're consistent and streamlined, would like to do more on that in the future.

Personnel Committee Review

Jack Timmel

8:50

Also generally a reactive committee. Helped organize the GM search with really great results. A lot of what happens on the personnel committee is sensitive and not able to be openly discussed. There were some small grievances, but overall it hasn't needed to be exercised as much compared to the last few years. Didn't do an evaluation of the new GM yet because the data would be too limited and new, but changed the policy so the evaluation would be more in line with the fiscal schedule. Starting in January, will be looking at the old survey instruments to see if they're still appropriate and then working with the Executive committee to evaluate Randi as GM. Will also be doing salary comparisons, with data on generalized salaries for different positions on similarly budgeted stations around the country to make sure our current salary ranges are in line with national industry standards.

Development Committee Review

Emmy Lou

8:54

Meet the Match has been doing well, but we need a lot of new energy on the development committee to create a stronger focus on fundraising for the board. Had been working with Laura on doing multiple smaller events, only one had happened so far but there are plans for more when the new director gets established. Had the Circle of Friends party for donors. Working with other organizations, like Creative Clay or the Polish Club. to collaborate on events.

Volunteer Committee Review**JoEllen Shilke****9:03**

The volunteer committee has been very active. Worked to get Yvette elected to the board. Headed the organization of the record sale event. Joined one of the diversity and inclusion meetings and would like to continue to co-meet with them. Going into 2023, the committee will be going over the bylaws for the volunteer committee to clarify and improve things. Also planning to have some informal get-togethers with volunteers in tampa, dunedin and st. pete, to rebuild the community that dissipated throughout covid. Also looking into ways to reduce programmer attrition, incentivizing people to stick around instead of just doing a show and then leaving.

2023 Board Discussion**Isha Del Valle****9:09**

Starts off welcoming new member, Jeff Gutgould, and Sam Hval as the staff representative. Then, Isha goes around the table and asks everyone what they hope to accomplish and bring to WMNF in 2023.

Board officers**Isha Del Valle****9:35**

Jennifer C motions that all board officers remain in their positions if they choose to. Jack seconds and the motion passes unanimously.

Committee Positions**Isha Del Valle****9:38**

Jennifer Campbell - Finance, Bylaws, Nominating
Scott Elliott - Diversity, LRP, Development
Emmy Lou Fuchs - Chair of Dev, Diversity, CAB
Dyllan Furness - LRP, Personnel, Chair of CAB
Will Greaves - Development, Personnel
Jeff Gutgould - Technology, Development
Sam Hval - Diversity, LRP
Yvette Lewis - Diversity, Bylaws
Jennifer Meksraitis - Chair of Diversity, Bylaws, Personnel, Development
JoEllen Shilke - Chair of Volunteer, LRP, Chair of Nominating
Mark Schreier - Diversity, Chair of Bylaws, Personnel, Nominating, LRP
Amina Spahic - Volunteer, LRP, Technology, Element
Jack Timmel - Personnel, Technology
Greg Vannette - Bylaws, Finance
Randi Zimmerman - Finance, Development
Cameron Dilley - LRP, Development

PALS**10:01****(Participation, Accomplishments, Listening, and Scheduling)**

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

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

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

S - 10,10,5,10,10,10,10,10,10,9,10,10,10,10

Next Meeting 1/23/23**Isha Del Valle****10:03****Adjournment****Isha Del Valle****10:05**

Isha motions to adjourn

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

