

THE NATHAN B. STUBBLEFIELD FOUNDATION
BOARD MEETING MINUTES 1/23/23
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 | T | | Geoff Gutgold | T | |
| Isha Del Valle | P | | Dyllan Furness | T | |
| Jennifer Meksraitis | P | | Jennifer Campbell | P | |
| Amina Spahic | | A | Yvette Lewis | P | |
| Mark Schreier | P | | Emmy Lou Fuchs | | A |
| Scott Elliott | T | | Greg Vannette | P | |
| JoEllen Schilke | P | | Samantha Hval (Staff Rep) | P | |
| Jack Timmel | P | | Grant Hart | 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 | 7:22 |
| Roll Call/Proxies Guests: Michael Mainguth | Samantha Hval | 7:23 |
| Agenda Review | Isha Del Valle | 7:25 |
| Will hold approval of November minutes until Emmy Lou is back. | | |
| Acceptance of Items on Consent Agenda | Isha Del Valle | 7:27 |
| Jennifer C. moves to accept the agenda and last month's minutes, Mark seconds, everyone in favor. | | |

Visitor's Comments**Isha Del Valle****7:27**

No comments from visitors

Volunteer Committee Review**JoEllen Shilke****7:27**

We are proposing Volunteer bylaw changes. First thing to change: Section 3C, previously restricted telephone or digital attendance, changed so that people can electronically participate. Second change is in Section 4F, adding that someone running for a Volunteer seat will not run for a board seat.

Questions:

Mark: Why does the committee have bylaws?

JoEllen: In the late 80s, lots of tumult, general manager was difficult with volunteers, so the volunteer committee was put together to advocate for volunteers at the station. Created bylaws to work in tandem with the board instead of part of the board.

Mark: Why not "procedures" or other language besides bylaws?

JoEllen: Everything was called bylaws back then.

Mark: Did other committees also have bylaws?

JoEllen: Not to my knowledge.

Jennifer C moves to approve bylaws, Mark seconds. All in favor, motion passed at 7:32.

JoEllen: Wed, February 8th is a Volunteer party at New World Brewery

Volunteers have talked about a promo that ran on air about a show that host Reverend Billy was a part of. Why was it ok, and was it plugola? Plugola is against the Programmer's Agreement. Is this a new rule? If we are shifting how things are done, and how are we going to communicate it to all programmers and volunteers?

Randi: My first thought was that Skipper's needs our help. It is not plugola, the station was aware of the promo running, and we made sure it was recorded so Reverend Billy would not say anything himself on air. Billy was going to make a flat fee from the concert no matter the amount of people going to the event, and it would not affect how much money Billy would receive. The Programmer's Agreement will be rewritten, and

JoEllen, you are invited to be involved in that process. Billy has a big following, and listeners want to meet our programmers.

Grant: Can we open this opportunity up to other programmers?

Randi: If the event is free, they can talk about it.

JoEllen: Actually, no, that's against the Programmer's Agreement.

Randi: If you'd like Sam and I to address this with the programmers, we can do that next week.

JoEllen: That would be great, because right now, programmers have been told that this was absolutely not allowed to be done.

Randi: We want to make the opportunity available for listeners to meet programmers.

Grant: I just want all programmers to have that opportunity.

Randi: Absolutely. It would cross the line if the programmer gets a monetary cut of the head count.

Finance Committee Review

Greg Vannette

7:42

We met earlier this evening. Compared to the budget three months in, membership is off compared to the budget, which is a trend from over the years. Car donations are down, but that fluctuates. We did receive \$51,000 in endowment within the first three months of the year. Special events are up. Total income is at 14% from budget, but that's on trend. Revenue misses the mark a bit, but expenses are off significantly. Net income for the first three months is actually 32% ahead of budget. Cash position has grown a little over the past few months, and can definitely meet reserves as well as investments. Membership revenue is of \$30,000, but received \$51,000 in endowment, so maybe one is affecting the other. Expenses are up a little due to marketing, and we have not spent anything for the year.

Will: Six months to a year ago, it was decided that we needed other accounts open. Has that happened?

Randi, Isha, Jen Campbell: Yes, it has.

Manager Report

Randi Zimmerman

7:46

Shari started in December! She comes from CAIRE and is helping us with Teams, learning the ropes.

News Director Position is open, Sean to become the NPA Assistant. Three candidates have been interviewed.

The MLK Parade went great! I drove the truck in the parade and played music.

I went to the Non-For-Profit Leadership meeting and met other non-profits.

I attended MTM meetings as well as developed and produced a new NPA show with Mitch Perry and Ray Roa called The Skinny. This show will replace Alternative Radio, and took 8 months to prepare.

We had a Memorial service for Mary Glenny at the station. I met with Joe Porter about Google Ads, and news is more in demand than music when it comes to the ads. We are using key words to connect listeners to niche programming. DT went to the NAACP luncheon. I taught many on how to produce PSAs, recruited applicants for the NPA reporter position, and had lunch with board members. March 4th is our Board and Staff retreat! Meetings for fundrive are underway, which will be February 22nd – March 1st.

The Board has received marketing strategies from Co-Conspirators, and Sunshine City Roller Derby using WMNF as an example of a non-profit democratic system. Tropical Heatwave is back, with the announcement made on Wednesday 18th at 2pm! Currently, WMNF is still in the top 20 in the market according to Nielsen ratings.

*** Sam report

*** Linda report

*** Sean report

*** Miss Julie report

*** Shari report

We don't know the total number of donors, but we will provide that information during the next meeting.

*** Shane report

Expect to hear an audit report during the next meeting.

*** DT report

Will: I remember that someone came in to modernize all the lights around Rick's time as general manager. Isha remembers this too. Maybe something to look into.

JoEllen: Look into the law about light infrastructure!

*** Fitz report

Will: It's super exciting about Shari! She seems like a true professional, what a great find. When is The Skinny starting? When are Program Changes?

Randi: The Skinny starts Friday, January 27th. The next meeting for the Program Review Committee is January 31st, and a couple meetings have already happened.

Will: Will Board members have a free ticket to Tropical Heatwave?

Randi: I'll check in with Linda and let you know. Probably yes, with a plus one!

JoEllen: It's supposed to be a benefit as being part of the Board, except for seated shows.

Randi: I still want to double check, but thank you.

Will: Laptops were donated for MTM? Randi: Yes

Will: What is the timeline for the website design?

Randi: There will be a meeting next week to talk about that. The priority is to make it more user friendly, and streamline the online donation process.

JoEllen: So it would need to work with Allegiance?

Randi: Yes, but there are some things we can still change to make things easier.

Jennifer Campbell: Is there anything you need from us, Randi, support wise, budget wise?

Randi: Thank you for asking! Shari is going to put together a top donor list, and we would love the Board to call those people personally. Overall, you all are totally supportive and thank you! It's been a great year.

JoEllen: It's been so wonderful having and working with you!

Will: I am down to call people!

Miss Julie: If you want complimentary tickets to Tropical Heatwave, I'm sure Linda would say yes, but Board members can also work in the box office and bank, selling tickets and handling money. If you'd like to help, that would be awesome, but you don't have to and I'm sure you can come for free. Let us know if you want to volunteer, emcee, etc.!

Scott: I remember that as well! It should be free access for the board.

Criminal Convictions**Isha Del Valle****8:27**

The last time we discussed this was when Letty just left the Board. We are overdue for signing an affidavit that attests that members of the Board do not have a criminal record. I have brought copies of the affidavit, and will send digital copies to those on Zoom. Please sign and return it the next time you are back at the station. These affidavits will be kept safely and privately. Randi will collect them, so please give/send them to her.

Nominations for Board Member of the Year**Isha Del Valle****8:30**

I have sent a list of the past seven years of award winners. I would like to nominate Nancy Johnson, as well as the Above and Beyond Award to Cam Dilley for his work with MTM.

Jen Campbell: Seconded.

Mark: Wait, should we vote now, or send a poll?

Isha: I will send a poll so people can think about their decision.

Motion did not pass.

Personal Disclosure**Isha Del Valle****8:32**

I have been asked to be part of the Board for Mi Gente Mi Pueblo (.com), a brand new non-profit in Pinellas. I wanted you to know that I am participating in another Board! We are also going to have one of their writing workshops here at the station! It will be Feb 11th in the conference room.

Will: Would one of the Board members want to be part of the CAB?

Isha: We already have one!

Randi: Arts for All have a performance every year, and we also offered them the Live Music Studio for the performance. The conductor, Matt, is blind. Because of him, we are making production studios more disability accessible.

Board Member Interviews**Will and Jennifer Campbell****8:37**

Will: There is nothing in writing, but I'm wondering whether guests should be present or not during potential Board member interviews

Campbell: I don't think it happened before, and I don't think it should happen in the future. It's personal information that should not be open to the public.

JoEllen: Is there any other reason why they shouldn't be included?

Will: Respect for the potential Board member, privacy.

Scott: I agree, they are exposing themselves as a potential for the Board, and guests may leak who the candidates are.

Mark: Why didn't we make it private in the past?

Campbell: No one thought to make it private and excuse guests.

Mark: Other boards I have been on also have private interviews.

Isha: Nominations already narrow down candidates. If we open those meetings, the candidates may get to hear people's concerns and know what to expect coming into the Board. It may not be a bad thing.

Campbell: I remember being asked during my interview about where I live for travel requirements, my beliefs, and charities I support. This is private information that I wouldn't have wanted the public to know. I motioned and Will seconded.

JoEllen: I understand what you're saying, but if a candidate is making decisions and we are community radio...

Grant: Would guests have voting power? (Board answered no) Then how about we make it private, present the candidate chosen, then have info about that new Board member on the website? So community members still have information about the person chosen?

JoEllen: But there are people right now that are not members of the Board, but are here because they are interested. We are supposed to be open and transparent.

Grant: We may be open, but the candidate has not agreed to that.

Jen M: This didn't happen before Covid and Zoom. Guests would make comments and leave, instead of stay for the full meeting.

Mark: So guests were asked to leave while interviews happened if necessary?

Everyone: Yes.

JoEllen: So the suggestion is to make interviews in executive session, but not the whole meeting?

Geoff: Anything private should be in a private, executive session.

Isha, 8:48pm: There is a motion to not allow guests to participate during board interviews, and conduct them in executive session. Geoff seconded, all in favor. Motion passed.

Next Meeting 2/20/23

Isha Del Valle

8:51

Next meeting on february 20th, will be virtual only

Randi: retreat will be discussed, think about what we will do. Suggestion: create a new LRP. The retreat will be in Tierra Verde, location TBA.

Isha: Yes, the homework is to think about what will happen at the retreat! Potential topics, agendas.

Will: Did we reach out to Ingrid who was supposed to do it last time?

Jen M: That was before Covid!

Isha: Drop ideas in Basecamp, such as Ingrid.

Dyllan: I have Ingrid's contact info! I'll reach out to her and see if she can join us.

Dyllan abstains from voting in motions – 8:55pm

PALS

8:57

(Participation, Accomplishments, Listening, and Scheduling)

P - 8, 8, 9, 9, 9, 8, 9, 8, 9, 8, 8, 9, 9, 7, 7

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

L - 8, 9, 8, 8, 8, 8, 8, 10, 9, 10, 10, 9, 8, 5, 7

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

Adjournment

Isha Del Valle

9:03

Isha motions to adjourn. Mark and JoEllen second, all in favor.

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 Samantha Hval, Staff Representative

Manager's Report

General Manager

- New Development Director, Shari Akram started in December. Shari comes to WMNF directly from the organization CAIR, which is an organization that supports civil rights for Muslims in the United States. Every community activist or politician I've run into so far knows Shari and says how wonderful she is. So far, we concur.
- Developed and produced the promotion for a new public affairs show that will be co-hosted with Mitch Perry of the Florida Phoenix, Ben Montgomery of Axios, and Ray Roa of Creative Loafing. The show's participants will discuss the latest stories in their newsrooms from the previous week and what they are working on as possible future stories.
- Dr. Martin Luther King Jr. Parade preparation that included recruiting volunteers to make the playlist, recording playlist and downloading to suitable playback equipment. Prepared the truck for playback. Drove the truck in the parade with WMNF playlists blaring from the speaker.
- Attended Mi Gente, Mi Pueblo Luncheon; and with DT, attended the NAACP luncheon where we had the opportunity to meet and connect with people who are interested in podcasting.
- Produced PSAs (Arts4All, Shruti Foundation East-West event) and taught others to produce PSAs (Marla at the Bautista Project produced 4 for Homelessness and Hunger Awareness).
- Assisting with media buys for new underwriters, like the Sunshine City Roller Derby. Sunshine City Roller Derby is striving to be a gender inclusive club and is using WMNF as a model of a democratic organization.

Programming

- Tropical Heatwave is back, and we officially announced the lineup on Wednesday, January 18th at 2pm! A huge thank you goes to the Events and Communications teams as well as staff for all their hard work!
- The first Program Review Committee meeting was on Tuesday, January 17th. Sam and Sean met with the committee, discussed the Program Change timeline, set to be completed by June, and started to prepare their first presentation of Grid 1: the outline of where music shows and news and public affairs shows should be scheduled. The next meeting is Tuesday, January 31st.
- This month, the Daytime Programmers (M-F 6am-6pm) are testing out a tweaked version of the Daytime Mix based on programmer suggestions and ideas in collaboration with Sam. After a few weeks, the Daytime Programmers will meet with Sam to see if listener numbers

Manager's Report

changed in response, and how it feels in practice to the programmers themselves. A meeting with only Overnight programmers (Midnight-6am) will be on Thursday, January 26th, to discuss the fun that comes with the daypart, the specific struggles, and potential solutions.

- Though bittersweet for WMNF, Meghan Bowman, secured an internship with NPR. This means that she unfortunately can no longer host The Dorm Room (Thursdays 6-8pm), but Meghan knows she has a home here at WMNF. Nathaniel Cox, assistant on the Acoustic Peace Club (Sundays Noon-2pm), is now the new host of The Dorm Room! He is another young talent, in touch with what school-aged people are listening to, as well as brother to previous host Nadia Cox.

- December 2022 Nielsen numbers put us at #18 average overall across all dayparts in the Tampa-St. Pete-Clearwater Metro market. Individual dayparts vary. We remain within the top 20 in all five dayparts but one.

Special Events

- Uke It Out at Cage Brewing December 3rd in St. Pete. Gross income \$10,560, net \$4160.
- Keller Williams, sold out (capped at 600) more than a week in advance. Gross income \$19,637. Net tickets and raffle \$11,115.
- Chuck Prophet show on a Wednesday January 11th sold over 400 tickets which is great for a weekday. (Chuck came by station for on air interview with Scott Elliott)
- Next event Harlem Gospel Travelers, Friday February 10th at Skippers. They will be on Live Music Showcase before their show.
- March 11 Caribbean Show at Skippers, featuring Crazy, the artist from Trinidad.
- March 25 Beatles tribute at Skippers.
- Tropical Heatwave soft social media launch with band lineup on Jan 18th.

Ticket sales begin on Feb 1st. The Events Team is working hard to maintain the momentum and build it for a new generation of Heatwave participants.

News & Public Affairs

Manager's Report

- Our new Spring 2023 intern – **Taylor Lovejoy** from USF – began his work here this month.
- **Colleen Cole** from USF, who has interned with us since Summer 2022 continues as a newsroom volunteer.
- We brought aboard a new part-time news anchor, **Josh Holton**, who began volunteering in the WMNF Newsroom in 2011.
- Two stringers have filed stories with us: Josh Holton and **Kayla Allen**.
- **Lisa Marzilli** continues to anchor Thursday morning news headlines like a superstar.
- From Nov. 16 through Jan. 17, **WMNF News shared nine stories with the other Florida Public Radio stations** through PRX. Some were downloaded by WMFE, WGCU, WFSU, WUFT & WQCS.
- The **WMNF News YouTube** channel had 2,700 views and 116 hours watched in the 28 days preceding January 18.
- Law professor breaks down Warren v. DeSantis trial has been viewed 300 times on YouTube
- New College of Florida changes coming? Has been viewed 145 times on YouTube.
 - Four [wmnf.org](http://www.wmnf.org) posts got more than 1,200 views, Nov 14 - Jan 18:
- Hillsborough County teachers warn teacher shortage could grow worse as a pay dispute continues. By McKenna Schueler – 3,900 views
<https://www.wmnf.org/hillsborough-county-teachers-warn-teacher-shortage-could-grow-worse-as-a-pay-dispute-continues/>
- Pinellas Health Department has declared a health alert due to red tide. By Colleen Cole – 2,000 views
<https://www.wmnf.org/the-health-department-has-declared-a-health-alert-due-to-the-red-tide/>
- The University of Florida says there is no ‘standing’ to review Joseph Ladapo’s guidance on COVID-19. By News Service of Florida – 1,400 views
<https://www.wmnf.org/the-university-of-florida-says-there-is-no-standing-to-review-joseph-ladapo-guidance-on-covid-19/>
- Flashback: Andrew Warren says his court hearing in Warren vs. DeSantis was a “win for truth.” By Seán Kinane -- 1,200 views
<https://www.wmnf.org/andrew-warren-talks-about-his-court-hearing-in-warren-vs-desantis-2/>

Manager's Report

Volunteer/Outreach Department

- **The Living Mirror Playback Theater**, also on January 27th, will be in WMNF's Live Music Studio. This is a monthly Community Talk-Back and Improv Show to be held at 7pm on the 4th Friday of every month. It is organized by Postmodern Hootenanny host, Ed Lehmann and performed by his improvisation troupe.
- There are multiple PSAs airing now, focused on January mission calendar topic of Homelessness and Hunger. New promos for membership drive volunteers & food donors will air soon, and a PSA for the Shruti Foundation's East West Music and Dance Fest (see above).
- Sean Kinane, Randi Z and Miss Julie welcomed about 44 Swedish students from the floating High School & Tall Ship, Gunilla on January 24th. They will have a tour of the station and some will be guests on Tuesday Café with Sean.
- The Volunteer Committee is organizing an informal gathering of volunteers at New World Brewery on Wednesday, February 8th from 6pm – 9pm.

Additional community outreach and WMNF events included:

- **Tour de Clay**, on Dec 10th & 11th – We were at all 4 locations around the Tampa Bay area: Dade City, Lutz, Odessa & Palm Harbor
- **The Tampa Bay Black Heritage Music Festival** on January 14th & 15th in Curtis Hixon Park, Tampa.
- **The Tampa Martin Luther King Jr Parade** on January 16th from Ybor City to Belmont Heights, Tampa.

DEVELOPMENT DEPARTMENT

Synopsis:

Overall numbers appear to be down in FY2022 from FY 2021 but only by a small margin (about 14%). EOY goal was not met but having multiple fundraising campaigns running at the same time can split donations. (Will speak on new targeted MTM strategies for 2023 in February's Board Report.) Based on last year's numbers, the majority of funding comes from base donors

Manager's Report

and as we focus on retaining them, we need to prioritize building up WMNF's major donor segment, which is currently underdeveloped. In December, Shari focused on becoming acquainted with the station, its staff, and current processes.

Underwriting

November 2022: \$7,673.18

November 2021: \$5,154.47

December 2022: \$2,240.85

December of 2021: \$5,986.49

Underwriting revenue total: \$9,914.03

Narrative:

Underwriting and grants are currently under the purview of CFO, Shane, and will gradually move back under the new Development Director, Shari, who started at WMNF on Dec. 19th.

FINANCE

- Updated signers for Seacoast Bank and Florida Central Credit Union.
- Filed quarterly sales tax, unemployment tax, and generated W-2s.
- Meet the Match Endowment now stands at ~\$102k
- Ongoing audit achievements
- Upcoming:
 - Fiscal year 2022 audit nearing completion
 - CPB Annual Financial Report

OPERATION & ENGINEERING

- New Development Director assistance with office furniture and other technical on boarding
- Completed FCC issues report
- Completed Nielson ESPID report

Manager's Report

- Engineered "Fire and Ice" podcast & assisted 2 other volunteer podcasters
- Assisted On air studio with programmer's interviews
- Shifting traffic logs from Programming Department to Operations
- Trained AARP volunteer to become phone screener for midday public affairs show

IT/WEB

- Domain controller upgrade preparation - maintenance with Infotect scheduled 1/20/23
- Transmitter NAS (storage server) issues ongoing, set for periodic audit
- HD2 Podcast publications
- Developing Google Analytics 4 streaming and on-demand event measurement protocols for scripts
- PHP 8 fixes for news and station updates templates, Twitter mobile layout, NPR playlist imports
- Manage OneDrive for remote submission of digital material - new Communications group.
- Podcasts updates to Spotify, TuneIn and iTunes