

THE NATHAN B. STUBBLEFIELD FOUNDATION
BOARD MEETING MINUTES 4/17/23
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	P		Geoff Gutgold	V	
Isha Del Valle	A		Dyllan Furness	A	
Jennifer Meksraitis	A		Jennifer Campbell	V	
Amina Spahic	P		Yvette Lewis	P	
Mark Schreier	P		Emmy Lou Fuchs	P	
Scott Elliott	A		Greg Vannette	A	
JoEllen Schilke	V		Samantha Hval (Staff Rep)	P	
Jack Timmel	P		Grant Hart	P	
Randi Zimmerman (Station Manager)	P				

P-Present, A- Absent, V- Virtual

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

7:23

Roll Call/Proxies

Emmy Lou Fuchs

7:24

Guests:

Michael Mainguth

Miss julie

Coconspirator Team

Proxies: Emmy Lou has Jennifer M's proxy

Agenda Review

Isha Del Valle

7:25

Acceptance of Items on Consent Agenda

Isha Del Valle

7:27

Jennifer C moves to accept the consent agenda, Geoff seconds, all in favor.

Committee Updates:

- No meeting held: Nominating, CAB, LRP, Technology, ByLaws, Finance
- Minutes in Basecamp: Finance, Volunteer

Review/Approve Last Month's Minutes **Emmy Lou Fuchs** **7:28**
Jennifer C moves to accept the consent agenda, JoEllen seconds, all in favor.

Attendance Review **Emmy Lou Fuchs** **7:30**
Scott has 4 absences, which will be discussed at the next meeting.

Guest Comments **7:34**
Miss Julie reminds everyone that the coming Sunday is the volunteer appreciation party at Rick's on the River.

Coconspirator Presentation **Coconspirator Team** **7:36**
Has been working with PR marketing firm Coconspirator doing market research and designing logos and websites. Saya, Shane and Ally from the firm are at the meeting to show their proposal for brand evolution and discuss a possible change to the station mission statement.

Coconspirator team: Saya goes over the research into the station's values that the team has done and their conclusion. They propose simplifying the station's mission statement to "An independent voice committed to the discovery and dialogue that activates an informed, compassionate community. They also propose adding a Brand Promise to clarify WMNF's external commitment, and suggest "Break through boundaries of music, news and culture with a shared vision for a more just and sustainable world." This also includes five brand pillars that indicate how we accomplish our mission and promise. Lastly, they show their proposed 'audio burst' logo and tagline of "Where music, news & culture collide."

Jack asks about the timeline of implementation for the campaign and mission statement. Randi answers that the campaign is already starting to roll out and the only thing under consideration is the mission statement aspect. The campaign isn't dependent on the mission statement changing but if it's going to be updated they would like to do it soon to help make the campaign more cohesive. Geoff asks about the scope of the research. Coconspirator answers that they looked at a broad range of radio stations in the local market and more widely at stations that were more similar to WMNF across the country.

Jack brings up that the parts of the mission statement about our commitment to social and economic justice doesn't just drive branding but also active decision making in the station and on the board, such as hiring decisions and who we work with. JoEllen seconds that concern

about taking the heart of the station out of the mission. The Coconspirator team points out that those things will still be in the rest of the brand story, such as the pillars.

Will states that the mission statement hasn't changed since the beginning of the station and we need to be very careful about changing something that's so foundational, and proposes a separate meeting specifically to discuss this decision. Miss Julie says that she remembers there being a change at some point, and JoEllen says that it was changed somewhat in the 80s and 90s. Jen C. says that she would like Cam included in the discussion as well. Jack and Will discuss how much we want to balance getting input from the community versus actually making a decision in a timely manner. Sam mentions that getting staff input would be very easy and quick. Jack suggests that we get volunteers to form a special committee that includes staff and volunteer representatives, see who wants to be involved that aren't in attendance today, and then set a date for everyone who wants to be involved to discuss the mission statement.

Personnel Committee

Jack Timmel

8:08

Working on the 2023 general manager review. Fund drive delayed the survey process a little but will have the results for Randi before the June meeting and will present them to the board at that meeting.

Long Range Plan Committee

Amina Spahic

8:10

Put together a long range plan action team and came up with a mandate, game plan and timeline to draft the strategic roadmap from 2-24 to 2027. This will include new branding and the six priorities from the previous plan. The committee wants to take a more active road in being an accountability arm for the new developments and help other committees stick to the mission statement and following the new strategic roadmap.

2028 will be the 50th anniversary of the station, so we want to be in a good position by then with the new branding and adherence to the six priorities. Still in early discovery phase, will be convening the action team later this month. Will draft the roadmap from May to August and present it to the board for review in September.

Nominating Committee

JoEllen Schilke

8:13

Want to start urging people to think about what skills we want on the board and think about people we would like to invite to serve on the board, and send JoEllen an email with suggestions.

Diversity Committee

Emmy Lou Fuchs and Sam Hval

8:15

Will be doing a Juneteenth potluck/open house in the evening of June 19th with a presentation from Donald Dowridge. Will also be working together with a poetry slam in St. Pete to record and re-broadcast some of the poems on the Sunday before Juneteenth.

Manager Report**Randi Zimmerman****8:17**

Worked with Coconspirators on marketing plan. Represented WMNF on the Florida Public Media Board. Florida legislature approved spending at existing levels for public media and have approved all capitalizations, including more than \$400,000 for a new generator and fuel tank.

Worked on organizing Tropical Heatwave. Wrapped up submissions of the CPB and DOE. Talked with head of Gasparilla Music Festival, we can't run on-air promotion for them because it's too close to Heatwave but there's no bad blood and WMNF will be working with them next year. Donations made in the name of the late Gene Moore will be put towards the meet the Match campaign, with the approval of his wife.

Sam and Sean are finalizing the new broadcast schedule which will start the first week of June, right before the next fund drive. They are also writing best practices emails to the programmers reviewing important things to remember while on air. Livestream numbers are up overall.

Adding more staff to news and public affairs. WMNF stands by Ben Montgomery, co-host of The Skinny, after he was fired by Axios. Reach and engagement for WMNF news stories and social media pages have been up.

Overall facebook engagement has been up a lot but instagram has been slightly down. Reach in the 25-34 demographic has been improving. Underwriting is down compared to this time last year but car donations are up. Prepared budget timeline to start in May, will send that to the finance committee.

Lots of small repairs of the building and equipment. Will be moving to Google Analytics 4. Coconspirators is fully redesigning the website architecture to make it more contemporary with streamlined access to audio content.

Jack asks if WMNF is going to start setting aside funds in case there are legal challenges in light of potential new libel legislation. Randi says no, as the law is unlikely to pass and also she's confident that everything the station puts out can be substantiated. Also the station has some protection as part of Florida Public Media.

PALS**Jack Timmel****8:57****(Participation, Accomplishments, Listening, and Scheduling)**

P - 8, 9, 7, 6, 8, 8, 7, 4, 7, 6, 7, 7

A - 8, 6, 7, 7, 7, 7, 5, 7, 7, 7, 6

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

S - 9, 7, 7, 8, 8, 9, 8, 8, 8, 8, 8, 8

Next Meeting 5/15/23**Jack Timmel****8:58**

Tentatively plan to move the June meeting to the 20th so that it doesn't fall on Juneteenth.

Adjournment**Jack Timmel****9:00**

Mark motions to adjourn. Amina seconds, 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 Emmy Lou Fuchs, Board Secretary