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.

<table>
<thead>
<tr>
<th>Agenda Item</th>
<th>Lead</th>
<th>Time</th>
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<tbody>
<tr>
<td>Call to Order</td>
<td>Isha Del Valle</td>
<td>7:26</td>
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<tr>
<td>Roll Call/Proxies</td>
<td>Emmy Lou Fuchs</td>
<td>7:27</td>
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<td>Guests:</td>
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<td>Michael Mainguth</td>
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<td>Miss julie</td>
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<tr>
<td>Agenda Review</td>
<td>Isha Del Valle</td>
<td>7:29</td>
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<tr>
<td>Acceptance of Items on Consent Agenda</td>
<td>Isha Del Valle</td>
<td>7:30</td>
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Development Committee  Emmy Lou Fuchs  7:31

Need board members to add to the meet the match document provided via email or fill out form. This document will be used to reach out to prospective donors or anyone willing to host a house party for MTM.

Finance Committee  Greg Vannette  7:36

Good cash position. Revenue was not as high as budgeted but expenses were even less, so overall positive. Putting some cash into CDs to earn some more interest.

Manager Report  Randi Zimmerman  7:37

Successful fund drive - met fundraising goals. Looking into fixing and updating the AC system. Worked on advertising and organizing for Tropical Heatwave and other events. Held meetings on web and social media analytics and looked into updating app.

Station received three diversity recognitions this month.

Big gay radio show was recognized as “best radio show/podcast in tampa bay” by Watermark, Surly Voices was recognized by Webcrawler as one of the top 5 intersectional podcasts and DJ spaceship was on the cover of Creative Loafing.

Programmers who didn’t meet fund drive goals will be getting pitch training.

Applications for shows are out now and open till the end of the month. Numbers overall for streaming and social media reach are good, especially considering it was during a fund drive.

Discussed with JoEllen which numbers and trends should be included in the manager’s report.

The Finance Department completed the CPB’s annual Financial Report and Station Activity Survey. The committee recommends to pay the full 3% employer match to 403B participants. Jen C motions to approve the recommendation, JoEllen seconds the motion, all in favor.

Guest Comment  7:37

Miss Julie: the black business bus tour is April 22nd and could use volunteer help. Beatles tribute this Saturday could also use help with the raffle. Weren’t able to get a float in Tampa pride but Big Gay Radio Show hosts will be on the Creative Loafing float. Also important to have board member volunteers at Tropical Heatwave.
PALS

Isha Del Valle 8:34

(Participation, Accomplishments, Listening, and Scheduling)
P – 8, 7, 8, 6, 8, 7, 8, 7, 8, 6, 6, 7, 8
A – 8, 8, 10, 10, 8, 8, 9, 10, 9, 9, 9, 8
L – 9, 7, 8, 8, 9, 7, 9, 9, 8, 10, 7, 9, 9
S – 10, 10, 10, 10, 10, 10, 10, 10, 10, 10, 10, 10

Next Meeting 4/17/23 Isha Del Valle 8:35

Adjournment Isha Del Valle 8:38

Yvette motions to adjourn. Greg seconds, all in favor.

THE BOARD’S ROLE
Govern 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
March GM Report

General Manager

- Held a successful fund drive, defined as hitting a reachable goal. Set goal for $192,100. We were approximately $3,000 short at drive’s end on Wednesday March 1st 9am. We surpassed the goal by Friday afternoon. Multiple programmers continued to soft pitch so that they could achieve their show’s goal and did so. When the 30-days passed the last day programmers can raise money for their goal, there will be an announcement of how much was raised. Preview: it’s over $200,000. Thank you! Thank you! Thank you!

- HVAC issues. Meeting with Carrier and DT because we needed to change what we ordered due to electrical issues. We are also making contingency plans in case the chiller, currently working at ¼ capacity, goes out before our new system arrives.

- Met with USF Botanical Garden (thank you volunteer Craig Heugel) with Meet the Match committee member Susan Sampson to discuss both participation in endowment campaign and long term relationship for listeners and our common interest in sustainability.

Not my accomplishment, but want to point out THREE diversity recognitions that we received this month: The Big Gay Radio Show recognized by LGBTQ+ magazine Watermark as Best Radio Show/Podcast in Tampa Bay; Surly Voices recognized by website as #5 top Intersectional Feminist podcast; DJ Spaceship, Monday morning show host was on the cover of Creative Loafing.

Programming

- Program Changes: Sam and Sean are hosting an All Station Zoom Meeting during the first week of April, and more details about a date and time are coming soon. Applications for on-air shows are out now until March 31st.

- The Music Department is going to JBE’s Triple A Summit Fest and Americana Fest to represent WMNF. The Summit will be in August, while the Americana Fest will be in September. Both of these events gather radio station leaders from around the country, and it will be a great opportunity for both making connections as well as seeing up and coming artists and bands.

Sam was proud to be invited and talk to the Volunteer Committee on March 6th! She discussed program changes, the daytime mix of music, the programmer's agreement, her thought processes,
and an array of other questions and topics posed by VC Chair JoEllen and attendees. To see a recording of the meeting, please ask JoEllen.

Tickets we've given away on air, either for free or donation during pledge drive:

- The Isley Brothers, March 11th, Florida Strawberry Festival
- The Pointer Sisters, March 8th, Florida Strawberry Festival
- Robert Jon & The Wreck, March 17th, Ruth Eckerd Hall
- K. Michelle, April 7th, House of Blues Orlando
- Tye Tribett, March 30th, House of Blues Orlando
- Eric Johnson, March 17th, House of Blues Orlando
- Sierra Ferrell, May 30th, Bilheimer Capitol Theater
- Jimmie Vaughn, April 7th, Bilheimer Capitol Theater
- Laura Jane Grace, April 16th, The Floridian
- The Blues Bash at the Florida Sand Music Ranch, March 17-19th
- And many more!

Special Events

Karybban Kruze had 2 bands. DJ Spice also performed. Artist Crazy came from Trinidad as our special guest. Thanks to events team for working and Angela B for her contribution to the show. Approximately 240 tix sold plus many guests. Great diversity event. Income $550.

Beatles tribute celebrating 60 years of Beatles this Saturday March 25th. 16 bands are performing Beatles songs.

Tropical Heatwave planning stages continue with bands’ schedules completed. T-shirts are on order. Posters and flyers are in. Please volunteer to post these around town. Advertising and on air promotions are in works. The push is on. Looking for volunteers! Please let Miss Julie know.

Working on upcoming Juneteenth weekend. Several July events and WMNF birthday bash September.

News & Public Affairs

- We are working with TBAE to air video from WMNF's Tuesday Cafe on their television channel with the hope of expanding that to other WMNF public interest video content.
- Met with Sarasota’s WSLR news and management teams about collaborations/sharing news stories.
• From Feb. 15 - March 14 we shared sixteen WMNF News stories with the Florida Public Radio network. They were downloaded by a number of stations, including WFSU, WQCS, WUWF, WJCT, WLRN, WMFE.

• Two WMNF News posts had more than 3,400 page views from Feb. 15 - March 15
  § (4,270)
  § (3,480)
  https://www.wmnf.org/florida-senate-sets-up-a-bill-that-could-make-it-more-expensive-for-consumers-to-sue-for-negligence/

• During that period, The Source continued to be the wmnf.org page with the most pageviews (34,800) and most unique pageviews (28,000).
• Our news and public interest programs and news headlines included numerous reports about WMNF's Mission focus for (the end of) February -- Black History and (the beginning of) March -- Women.
• The WMNF News YouTube channel had 2,500 views and 69.1 hours watched in the 28 days preceding March 15.
• Our most popular new video was of a Dunedin nature preserve (388 views)

WMNF News Facebook page reached 3,975 people in the 28 days before March 14.

Volunteer/Outreach

• The Springtime Tampa Black Business Bus Tour is on Wednesday, March 22nd – Pamela Robinson will be representing WMNF at this event in Ybor City and has room for more folks to join. See SignUp shifts.
• The Living Mirror Playback Theater, March 31st, 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. The Surly Voices will be the guest speakers on Women’s History.
• The Tampa Bay Blues Fest is Friday – Sunday, April 14th – 16th in St Petersburg. WMNF plans to have a table there. Shifts will be limited, but posted soon on SignUp Genius.
• Tropical Heatwave returns to the Cuban Club in Ybor on Saturday, May 6th – We are seeking “Street Team” volunteers to distribute posters and postcards around the listening area and report where they have been taken or hung up. Please be in touch soon with Miss Julie, or register on SignUp Genius.
• The Big Gay Radio Show’s Drag Queen Bingo at Quench Lounge in Largo happened on Tuesday, March 7th.
· **The Brewer’s Ball** was March 3\textsuperscript{rd}, at River Tower Park – Lots of old and new friends visited the table to meet Bobbie D, Tom S and Jan S. Miss Julie was there, too.

**Development Department**

Synopsis: Development focused on the fund drive campaign during the month of February. Putting together the marketing plan, commissioning the copy writing, graphics and social posts content to the execution phase. The fund drive PowerPoint presentation was updated, new pitches were written for the pitch sheets, artwork was commissioned and swag orders made. Donation form and website was updated with current show codes and thank you gifts, pop up added. Miss Julie managed the volunteers, food, and internal pledge and fulfillment process the week of pledge drive. She had the gifts mailed out in record time. Sam managed the acquisition of tickets and the assigning and giveaway process, along with tag teaming with me on the PowerPoint update and the 2 presentations to programmers. We netted 270 new donors and raised $13K+ over our goal. The focus in March is finishing out public and private fundraising for the fund drive, getting the Meet the Match private fundraising plan executed, and marketing Tropical Heatwave. The Communications Team sent our four major email blasts with an average open rate of 38\% leading to 100's of clicks to follow up or read more. They also produced more than 22 graphics for Tropical Heatwave promotional materials, News & Notes, fund drive t-shirts, revamped Media Kit, etc.

**Finance**
Completed CPB’s Annual Financial Report and Station Activity Survey
Switched payroll to bi-weekly

**Operations & Engineering**
Manage new HVAC proposals and work with DoE on the same
Repair of studio equipment, lights throughout the building, and security keypads
Maintenance of generator
Delivery of programs to Tampa Bay Arts and Entertainment for video playback

**IT/Web**
Began consolidation of inactive accounts in Microsoft 365 to comply with non-profit licensing
Replaced failed hard drive in Newsroom computer
Deep Freeze server console upgraded to 8.7, began workstation updates
Acquired and installed Adobe Acrobat 2022 licenses x 2
Developing Google Analytics 4 streaming and on-demand event measurement protocols for
scripts