

**THE NATHAN B. STUBBLEFIELD FOUNDATION**  
**BOARD MEETING MINUTES 8/21/23**  
**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	V		Geoff Gutgold	V	
Isha Del Valle	V		Dyllan Furness	V	
Jennifer Meksraitis	V		Jennifer Campbell	V	
Amina Spahic	A		Yvette Lewis	A	
Mark Schreier	V		Emmy Lou Fuchs	V	
Scott Elliott	V		Greg Vannette	V	
JoEllen Schilke	V		Shari (Staff Rep)	V	
Jack Timmel	A		Grant Hart	V	
Randi Zimmerman (Station Manager)	V				

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.

<u>Agenda Item</u>	<u>Lead</u>	<u>Time</u>
<b>Call to Order</b>	<b>Isha Del Valle</b>	<b>7:19</b>
<b>Roll Call/Proxies</b>	<b>Emmy Lou Fuchs</b>	<b>7:19</b>
Guests: Michael Mainguth Miss Julie		
<b>Agenda Review</b>	<b>Isha Del Valle</b>	<b>7:22</b>
<b>Acceptance of Items on Consent Agenda</b>	<b>Isha Del Valle</b>	<b>7:22</b>
Isha moves to accept the consent agenda, all in favor.		

**Committee Updates:**

- No meeting held: Nominating, CAB, technology, Finance, Diversity
- Minutes in Basecamp: ByLaws

**Review/Approve Last Month's Minutes** **Emmy Lou Fuchs** **7:23**

Jennifer C. motions to approve last month's minutes, Isha seconds, all in favor.

**Attendance Review** **Emmy Lou Fuchs** **7:23**

Scott has four absences with one falling off next month. Jack and Yvette have 3 and Amina is at 4.

**Guest Comments** **7:24**

No guest comments

**Volunteer Committee** **JoEllen Schilke** **7:25**

Volunteer committee will be holding an all-station meeting in September to present the budget to volunteers. It will also be when candidates running for the board or seats or volunteer committee positions can speak to the community. It is currently scheduled for September 14th and board members are encouraged to attend.

**Nominating Committee** **JoEllen Schilke** **7:27**

Mark is moving but everyone else is planning to continue on the board, so there is one community board seat that is open. JoEllen recommends recording an announcement calling for someone to fill the seat, and asks the board if we should look for someone with similar legal expertise. Jennifer C and Jennifer M agree that we should look for someone with legal and development experience, especially in regards to fundraising. Board members are encouraged to recommend people who they think might be a good fit.

**Long Range Planning** **Dyllan Furness** **7:30**

LRP Committee met last week and are making good progress in finance, mission and personnel. Some other sections are lagging behind, so the delivery date may need to be pushed back later than September.

**Personnel Committee** **Dyllan Furness** **7:32**

Reviewed proposed budget salaries in comparison to CPB data to ensure that salaries fall within the range of other CBP organizations. Discussed the findings with Randi and are working on updating salary ranges and job descriptions for the communications manager and volunteer manager positions.

**Finance Committee** **Greg Vannette** **7:32**

Finances are strong, with the ERC credits expected to cover both operational deficits and fixed asset purchases. With the Meet the Match endowment coming in as well, it will be a strong year. Strong cash position with most expenses under budget. Individual donor contributions are down slightly, probably because of extra money going to Meet the Match, but we still expect to exceed the budget.

## **Budget Report**

**Shane, Randi and Shari**

**7:37**

Shane gives an overview of the 2024 budget. The operating budget shows a positive balance of \$42,000, even though there's still an overall deficit when factoring in capital expenditures. The goal for contributions is set at \$963,000, with the expectation that circle of friends will stay about the same. Special events revenue has been exceeding budget expectations. Development budget is up a little. Most big changes are in the revenue section. Sales revenue has increased a lot based on sales from Heatwave, with the expectation that we can sell the same amount of merch next year. Underwriting is expected to increase under Shari's management.

Expenses remain mostly the same, with notable increases in programming acquisition, special events, and salary costs. The cost for inland marine insurance has gone up because the company perceives a higher risk for insuring the tower, in line with insurance increasing across the state.

Randi adds that we are adding \$60,000 to our marketing budget with the goal of getting new listeners and turning them into donors. This may be aspirational but the aim is to start acting more like our exemplar stations with budgets of \$10-20 million. We are in a very fortunate financial position to start pushing for more quality and growth. If the budget proves too ambitious we can safely pull back on some things like new hiring, but we would really like to avoid that.

Shari explains that it's likely we'll bring in even more in underwriting than the budget proposes, which can make up the difference if we don't hit our goals in other places like membership. Shari has put together a plan to increase our underwriting, starting with upgrading our software with structure and frameworks in place to handle an increased load. The next step is looking to regain underwriters we've lost, and then finding new prospects to target.

On top of Randi's marketing plan to get new donors, Shari also has an outreach plan for tabling at events with banners and brochures targeting new members. There will also be goals, trainings and checklists for outreach. We could also easily bring in another \$100,000 in grants and sponsorships, with several applications already in the works.

We are also updating our software and tools to help with revenue. We're moving from Allegiance to another CRM that will be more useful and easier to use, which will streamline donor tracking. We'll also be adding a new donation checkout platform, Fundraise Up, that will allow anyone to create their own fundraisers for the station. This will also let each show have its own specific donation link that programmers can share. This ties into a focus on training programmers in best practices for fundraising and pitching.

Jennifer C motions to accept the budget as read, Geoff seconds, all in favor.

**Development Committee****Goeff Gutgold****8:14**

Planning the Circle of Friends event at Ella's on Saturday September 16th starting at 2:30.

**Manager's Report****Randi Zimmerman****8:16**

JoEllen asks for clarity on if the KPIs that the board submitted will be included in the manager's report or just in the long range plan. Some committees are still finalizing their list of KPIs. Will asks that all the committee chairs put together a finalized list, and Isha agrees to make a document for them. Dyllan recommends making sure they are in line with the long range plan.

**Executive Session****Isha Del Valle****8:24**

Isha motions to enter executive session for personnel reasons, Jennifer C seconds. All in favor.

Isha motions to exit executive session, Jennifer C 2nds, all in favor.

**PALS****Isha Del Valle****9:03****(Participation, Accomplishments, Listening, and Scheduling)**

P - 7,7,7,8,7,7,7,6,7,6,7,8,8,8,6,7

A - 7,8,8,7,8,9,7,7,8,10,8,9,8,8,8,8

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

S - 9,10,8,8,10,10,10,9,9,10,10,10,9,10,10

**Next Meeting 9/18/23****Isha Del Valle****9:04****Adjournment****Isha Del Valle****9:05**

Jennifer C motions to adjourn. Scott 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.

A handwritten signature in black ink, appearing to read "Emmy Lou Fuchs", with a long horizontal flourish extending to the right.

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by Emmy Lou Fuchs, Board Secretary