

**The Nathan B. Stubblefield Foundation, Inc.  
Board Meeting Minutes of January 23, 2017**



<u>Board Member</u>	<u>P</u>	<u>A</u>	<u>Board Member</u>	<u>P</u>	<u>A</u>
Laila Abdelaziz	P		Jamie Klapholz	P	
Lauren Adriaansen	P		Craig Kopp	P	
Michael Bagby	P		Kisha Linebaugh		A
Ian DeBarry	P		Kurt Madsen	P	
John Francis	P		Stuart Mellish	P	
David Harbeitner		A	Pamela Robinson	P	
Joshua Holton	T		Letty Valdez	P	
Laura Keane	P		Sandy Wismer	P	
			Randy Wind	P	

**T – Participated by Telephone**

NOTE: The January meeting of the NBSF board, scheduled for January 9, 2017 was cancelled due to the unforeseen traffic jams caused by the college bowl game played that night. The meeting was rescheduled for January 23 because January 16 was Martin Luther King Day, a national and station holiday.

1. Call to Order – Michael Bagby at 7:20 pm
2. Roll Call/Proxies/Attendance Review/Agenda Review – Laura Keane has proxy for David Harbeitner. No attendance issues.
3. Visitors' Comments – No visitors.
4. Review Last Month’s Minutes – Laura Keane. Motion for approval of the regular November 2016 Board of Directors (BOD) Meeting Minutes. Motion: Letty/Lauren 2<sup>nd</sup> – passed by acclaim
5. General Manager Report – Craig Kopp: See Appendix A – Highlights:
  - Our End of Year Campaign yielded contributions totaled \$58,000; budget was \$32,000.
  - Ratings show drop from .8 high in Spring 2016 to .6 in Fall 2016; average listeners per quarter hour remains strong at 1,300; Fall 2015 was 900. Average daily come is 24,100, up from 17,800 in Fall 2015; average weekly come of 84,400 is up from 64,800 last fall.

However, we have not kept the younger listeners attracted by the billboard campaign; programming is focused on improving. Optimistic that Public Affairs will be strong thanks to change in national leadership and addition of Executive Session talk show from 1:00 to 2:00pm, Monday through Thursday.

- New engineer, Max Anduze starts February 7. He has been responsible for six AM stations and all their IT needs; Dustin Hapli will help train off-hours.
- See report for update on equipment repairs needed and new VuHaus marketing initiative.
- Gene Moore reports credit card declines fell to \$281 for last batch, down from \$1,200 to \$2,000 prior to hiring of new Development Assistant, Laurie Berlin.
- Executive Committee, with approval from Board, presented specific goals to Craig to assist in focusing attention through September 30, 2017. Internal goals include executing all staff evaluations (by March 1, 2017) and improving internal communications (new Weekly Report addresses this goal well). External goals focus on development, ratings, and the creation of plans for development and marketing.

6. Finance and Audit Committee (F&AC) – Sandy Wismer (filling in for Dave Harbeitner) – Expenses are in line with budget. As of November 30, 2016, here’s how we stand in rounded numbers (under = negative, over = positive with respect to budget): COF = over \$5,000; membership = under \$3,150; vehicle donations = over \$1,870; underwriting = over \$100; Special Events = \$7,800 net profit; overall revenue = under \$30,695. Expectation is that revenues will catch-up by end of first quarter 2017, thanks to October pledge fulfillments.

Audit went well, thanks to Cindy Reichard and staff. There were some verbal recommendations but nothing formally in writing. Auditors will present results at February board meeting. And Keri Everlove White is our new bookkeeper (welcome, Keri!).

STL (new tower) report (Craig): STL is up and functioning and will be dedicated on Tuesday, January 31 at 10:00 am. Tower project came in under budget and the unused funds will be returned to Hillsborough Country per grant agreement. Expect final accounting of project sometime in February.

Our Parnassus Investment fund has appreciated to \$338,000. Assuming the stock market will not sustain its current high, the F&AC made the MOTION “to move \$90,000 from the Parnassus Investment fund into a conservative investment reserve cash account for possible future use in one or more of only the following five areas:

- 1) Investment reserves
- 2) Real estate transactions
- 3) Paying down part of the mortgage
- 4) Endowment
- 5) Pre-payment of capital expenses.”

Motion presented by Finance and Audi Committee was passed by acclaim.

Next meeting of F&AC will be at 6:00 on Monday, February 20, 2017 at the station.

7. By Laws Committee (BLC) – Letty Valdez – no meeting in January but committee expects to meet prior to February board meeting.

8. Community Advisory Board (CAB) – Kisha Linebaugh – no report.
9. Development Committee (DC) – Kisha Linebaugh – no report.
10. Long Range Plan (LRP) – Kurt Madsen – Talking to other community radio stations (WEMU, WKKCR interested). Idea is paired stories between WMNF and other stations. Kurt will be working with Dave and Stuart on content for Board/Staff retreat since the focus will be on updating the Long Range Plan.
11. Volunteer Committee (VC) – Ian DeBarry – Blannie Whelan had idea for WMNF business card that has basics on WMNF; she donated most of the funds, joined by Bill and Kathy Roberto. Everyone is encouraged to take a supply and hand them out all over our communities.

Ian reports questions have been raised about the marketing slogan “Homegrown, Handpicked.” There is concern we are abandoning “Community Conscious Radio” as our identifying tag line. Craig explained “Homegrown, Handpicked” was the slogan used in the billboard campaign that netted new, younger listeners. It speaks to *Local*, one of the biggest trends in that demographic; they are trying to keep the association and use both tag lines. Craig also believes “Homegrown, Handpicked” is a more specific description of what WMNF delivers.

Next VC meeting is scheduled for Monday, February 6 at 7:00 pm at the station.

12. Technology Committee (TC) – John Francis – Used time to discuss the work of the Consent Agenda Ad-Hoc Committee, which last met on Thursday, December 29, 2016 to create a document to facilitate the adoption of the Consent Agenda process, plus resolve timeline issues. The document focuses on using Basecamp specifically for Consent Agenda process, the posting of committee minutes, and the process for reviewing, amending, and approving board minutes. It is posted in the BOD Basecamp under Docs & Files. Board to experiment with amending and approving minutes for January meeting.

Next meeting of the TC is scheduled for Wednesday, February 2 at 6:00 pm at the station.

13. Diversity Committee (DivC) – Pam Robinson – No one showed up for meeting on January 11, 2017. However, WMNF received a letter from longtime corporate supporter Cabot Cheese offering to thank WMNF volunteers by hosting a cheese-themed Open House at the station on Wednesday, February 1 from 5:00 to 7:00 pm. Event will feature mac and cheese, salads, cookies, water. Cabot is prepared to host up to 500 people; as of January 23, there are 70 RSVPs. Julie and Pam are promoting via email and word-of-mouth; DivC plans to use event to talk with volunteer attendees about what people want from diversity initiatives.

February is Black History Month and Pam is working to get people to record promos and PSAs to run throughout the month.

Approximately 10 volunteers participated in the Martin Luther King parade.

14. Personnel Committee (PC) – Lauren Adriaansen – no report, no meeting
15. President’s Report – Michael Bagby – Thanked board for flexibility in rescheduling January meeting. Noted that the Executive Committee, with approval from board, presented Craig with specific, measurable goals for the remaining fiscal year. Finally, Michael is attending a seminar on board governance, roles, and responsibilities offered by the Non-Profit Leadership Center on Wednesday, February 8, from 5:30 to 7:30 pm; all welcome to attend – cost is \$45.
16. Executive Session (ES) – Michael Bagby. Board went into Executive Session at 8:42 pm for the purpose of discussing “litigation or other matters requiring confidential advice of counsel.” Motion to go into ES: Sandy/2<sup>nd</sup> Lauren – passed by acclaim. Motion to leave ES at 9:05 pm: Sandy/2<sup>nd</sup> Laila – passed by acclaim.
17. New Business – Need to set date for Board/Staff retreat. Dave is working on securing a facilitator (we’re trying for Jerry Keenan again) and will report back with date options.
18. PALS Evaluation – Lauren led, Laura recorded.  
Participation: 8.6  
Accomplishments: 8.0  
Listening: 9.5  
Scheduling: 9.4
19. Next Meeting/Adjournment – Michael Bagby: The next Board meeting will be at 7:15 pm on Monday, February 20, 2017. Meeting was adjourned at 9:10 pm. Motion to adjourn: Laila/2<sup>nd</sup> Lauren – passed by acclaim.

By: \_\_\_\_\_  
Laura Keane, Secretary

Approved by the Board on: \_\_\_\_\_

## APPENDIX A

### MANAGEMENT REPORT

January 2017

Prepared by: Craig Kopp, General Manager

#### **General Manager**

It has been a while. But we kick off the New Year with a bang. Our End of Year Campaign yielded contributions totally \$58,000. Our budgeted goal was \$32,000. This is great news! It means we head into the second quarter \$26,000 above goal!

While I would like to see them stronger, the fall numbers have some bright spots. We have fallen back from our .8 high in the spring to a .6. However, our average number of listeners per quarter hour remains strong at 1300. Last fall it was 900. And our average daily cume is 24,100, up from 17,800 last fall. Our average weekly cume is 84,400, up from 64,800 last fall.

A slightly deeper dive shows we are up in all the lower demographics, but we are not holding the sampling surge we got out of the spring billboard campaign. That would indicate a programming problem – specifically our unfocused music formatting. The good news is – some of those numbers held. The bad news is, not enough held. Obviously more promotion is needed but more consistency and relatability in Mon-Fri music programming needs to be addressed.

Also the bloom has come off the rose for our news block programming. It's down from .9 to .7. Efforts are being made to address that as we head into the Trump administration.

#### **Development**

We all know the good news about the EOY campaign. Now it's on to the Winter Drive in February. Good news there is we already have \$13,000 in match money and match money is a big goal for us this year. We can use that to drive listener giving during drives and we have set a high bar for bringing it in. That \$13,000 is about half of what I would like us to have for match money every drive.

We have set up 8 Pitch Training sessions for programmers. Attending Pitch training is a requirement for new and renewed programmers. Laura, Randy and myself will lead. It's an effort to continue to streamline drives, centralize the messaging and – ultimately – make our drives more effective. It is obvious that people have had the heart to give us money in the past 3 months. We need to keep it going.

#### **Programming**

Programming changes are set. They stand as proposed at our last meeting. Guides and web changes will be produced as soon as we settle on a name for the new public affairs show at 1p. There are a couple of minor changes, like replacing Dustin, which have been taken care of.

#### **Engineering**

As you are all aware, Dustin Hapli, our chief engineer, has taken a position with iHeartradio Tampa. Karma kicked in, perhaps, when Dustin had to come in to the station Christmas morning when we went off the air. We are efforting to get a replacement part. We had a backup in house, but it turns out it was also burned out but was incorrectly labeled. In the interim, our HD channels are not broadcasting but are available on our internet stream and smartphone app. This is not ideal but we are going as fast as we can.

We are also facing a surprise expense for our main APU. That's the battery that kicks in between the power going out here and the generator powering up. It was at 70% when tested last year and we expected it to last through this fiscal year. But its alarm is going off and the testing shows it's falling below 50%. It's gotta be replaced. We are awaiting a third bid but it's going to be over \$2000. And the water cooler in the lobby area is cooked. That's about \$1500.

We have selected six strong candidates to replace Dustin and will be conducting phone interviews Wednesday January 11th with face-to-face interviews the following week. DT, meanwhile, has set training sessions on studio operations for all new programmers and folks who want to volunteer in programming, as well as refresher courses for all programmers. They happen all this month.

The old tower came down over the holidays and we have a dedication ceremony for the new tower set for January 31st at 10a. Many dignitaries have been invited and you are welcome to join us. A press release will be going out soon.

### **Community Relations**

As I reported in November, we are joining the VuHaus music video network that has been set up by NPR. It's a big deal for us and our initial payment has come through a contribution from BAMMO. Our buy-in year one is \$5,000. The next two years is \$10,000. I am confident we will cover this year's payment through local contributions in exchange for mention, but in the unlikely event that does not happen. I plan to use part of my promotional budget for this effort. That's what participating in VuHaus is all about – promoting in the digital domain our radio station and the great live music that comes through here. We have as much live music as any of the big players in the country and we will be joining that elite group in the online video space. There is also shared revenue for underwriting and the ability to sell our own underwriting. We can even geofence local underwriters so that their underwriting only plays to those who log in with Tampa Bay area IP addresses. It is state of the art and we are getting in on the ground floor.