

The Nathan B. Stubblefield Foundation, Inc.  
Board Meeting Minutes of October 20, 2014



<u>Board Member</u>	<u>P</u>	<u>A</u>	<u>Board Member</u>	<u>P</u>	<u>A</u>
Michael Bagby	P		Laura Keane	P	
JoEllen Schilke	P		Kurt Madsen	P	
Cynthia Reichard	P		Richard Manning	P	
Scott Foeigner		A	Michael Sedita	P	
Jeff Harris	P		Lauren Adriaansen	P	
Pryscila Miller	P		Lou Putney	P	
Nancy Cox-Johnson	P		Daniel Francis		A
David Harbeitiner	P		Ian DeBarry	P	
Pamela Robinson	P				

**T – Participated by Telephone**

1. Call to Order – Nancy Cox-Johnson: 7:15 pm.
2. Roll Call/Proxies/Agenda Review – Nancy Cox-Johnson:
  - Lauren has Scott’s proxy.
3. Visitors' Comments – Dana Gilmore, Greg Musselman, Cam Dille, Arlene Englehardt, Beth Bell:
  - Arlene: Expressed thanks to the Board and the Long Range Planning committee.
  - Arlene: Responded to Jimmy Lyons email about her activities as Pacifica Director in 2009.
  - Cam: Expressed concern about current events and related emails, sees potential in WMNF’s future.
4. Interviews of BOD Applicants:
  - Alex Manos
  - Leslie Anne Driscoll
  - Warren Dawson
  - John Francis
  - Kisha Linebaugh
  - Catherine Lim (Under 30)
  - Kathryn (Kate) Throo Williams (Under 30)
  - S. Ryan Gessman (Under 30)

5. Selection of new BOD Members: (in Executive Session from 9:52 to 10:48 pm)
- Motion to go into Executive session: Lauren / 2<sup>nd</sup>: Richard.
  - Motion to come out of Executive session: Lauren / 2<sup>nd</sup>: Michael Sedita.

Laura Keane and Michael Sedita expressed interest in returning for another 2 year term.

- All were retained by acclamation.

Open seats:

- One 2 year community seat. Warren Dawson was elected.
- One 2 year community seat. John Francis was elected.
- One 2 year community seat. Kisha Linebaugh was elected.
- One 2 year youth community seat. Catherine Lim was elected.
- One 1 year community seat (Unexpired term): Kate Williams was elected.

6. Review Last Month's Minutes – Nancy Cox-Johnson:
- Motion for approval of the regular September 15, 2014 Board of Directors (BOD) Meeting Minutes passed unanimously (1 abstain). Motion: Richard / 2<sup>nd</sup>: Laura.
7. President's Report/Executive Committee Report – Nancy Cox-Johnson:
- Motion to approve the Amendment 2 BOD Editorial proposed by Mike Sedita passed unanimously. Motion: Jeff / 2<sup>nd</sup>: JoEllen.
8. Management Report – Cindy Reichard:
- Attached report in Appendix A.
9. Website Update – Kurt Madsen:
- Written report will be coming soon.
  - Naveen and Robert are helping on the website.
  - Discussion of RFP for new website.
10. By-Laws – Richard Manning:
- No report.
11. Finance Committee report – Michael Sedita:
- Met before tonight's meeting.
  - Deficit of \$71,000 is less than earlier projections.
12. Community Advisory Council (CAC) – Lou Putney:
- No report.

13. Long Range Planning (LRPC)– Daniel Francis:
  - Second reading of the Long Range Plan:
    - Modification of motion is in italics.
    - **Digital Content and Media Director as title for the Digital role...** as correction for the first motion at first reading.
    - Lou: There is concern with staff willingness and support of the Digital aspect of the plan. The Board must hold the staff/GM accountable for making progress on the Digital and total LRP once the action plan is put in place.
  - Moved→ That we accept the Long Range Plan (12 page document), with the stipulation that within 120 days of adoption a more formalized plan be produced by the General Manager for the next twelve months showing the priorities, the timeframes and the ownership of the work to be accomplished. *Upon installation of the new GM, they will have a chance to review and finalize the one year action plan within 60 days after assuming the position.* This is passed with reference to the LRP Supplemental Document, though that supplemental document should not be considered the policy of the board.
    - Motion passed (with modification) unanimously. Motion: Richard / 2<sup>nd</sup>: Lauren.
14. Youth Committee – Lauren / Scott.
  - No report.
15. Volunteer and Diversity Committees – Michael Bagby.
  - Met on October 13.
    - Long Range Plan was discussed, responses were positive.
16. Nominating Committee – Lou Putney:
  - Many thanks for a good job!
17. Development Committee – Nancy Cox-Johnson:
  - The WMNF Luau was a great success! \$4,206.06 was made with ticket sales and chance drawing proceeds. Thanks to Gary and Jane Gibbons for their “card tricks”.
  - Underwriting has contracts in for \$12,912 and \$1,600 for Concert Calendar.
  - Heatwave sponsorship meetings have been underway for Laura. Cigar City will sponsor again for \$2,500, Bank of Tampa (still considering), and PNC is interested in a significant contribution.
  - The Golly House Party, November 15<sup>th</sup>, is working hard to have specific operating items (the tower, for instance) for people to donate towards. The subcommittee is working hard to have a very successful event.
18. Personnel Committee – Laura Keane:
  - General Manager Search committee met on September 22.
19. Old Business / Follow-up:
  - None.
20. New Business:
  - None.

18. Attendance Review – Jeff Harris:  
• All members are in good standing!

19. Evaluation – Laura Keane: Participation: 8.9  
Accomplishments: 9.2  
Listening: 8.4  
Scheduling: 9.6

20. Adjournment – Nancy Cox-Johnson: The Board meeting adjourned at 11:30pm.

By: \_\_\_\_\_  
Jeff Harris, Secretary

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

## **Appendix A – Station Manager’s Report**

### **Management Report October 2014**

Prepared by: Cindy Reichard, Interim General Manager

#### **Finance**

Overall revenues for the fiscal year lagged in contributions, special events and underwriting. Expenses held fairly well all year except noticeable overages in engineering, insurance and tower rental however savings in salaries, taxes and benefits. Overall, the fiscal year unaudited shortfall was (\$157,620.78).

Looking ahead as of October 1<sup>st</sup> we have received our first grant payment of \$25,000 from the FPREN grant. Vacation/sick payout for employees in the month of October will be approximately \$14,000. Vacation/sick payout isn’t a budgeted item but is an accrued liability on the balance sheet and adjusted each year during audit. However this will affect October cash flow.

James Moore will be onsite November 17<sup>th</sup> – 21<sup>st</sup> to conduct financial audit.

#### **Fund Drive**

As of today we had pledged a total of \$237,037 out of our goal of \$245,000.

Difference needed to make goal \$14,263.

Total calls: 2490

Circle of friends 351 new members

156 either first time givers or increased their Circle of Friends pledge.

#### **Programming**

Programming meetings continue regarding upcoming program changes in January. Naveen has conducted two classes for programmers, staff and volunteers on how to use social media and copyright protocols. Birthday Bash Dance party had a net of \$2,847. The silent auction raised \$5,789.

#### **Engineering & Operations**

The transition to new IT Engineer, Robert Taylor; Jake Tremper’s replacement has taken place. Last week we had two hard drives go down and we have problems resolved by 80%. IT continues to work on the problem. We have also purchased four additional hard drives for future replacement. Cost approximately \$1,000 for supplies and we will have additional hours in IT for October.

Operations continues with new inventory process, using a bar code scanner. The inventory will be completed by the end of October.

We continue to talk with HCC regarding upgrading them to 24/7 and switching over two HD2. They are unable to make a commitment at this time due to staffing and funding. We will continue as usual and continue to talk. If still viable probably won’t happen until their new fiscal year starting July 1<sup>st</sup>.

Mark Donald continues to work with the City of Tampa regarding WMNF’s application for new tower. There is a possibility that we won’t need a variance. Mark Donald will be meeting with city again within the next two weeks to clarify.

Sheila Cowley, Operations Manager last day was October 8<sup>th</sup> we will be posting the position Monday and placing ads. Currently, Bill Brown and Cindy Reichard are overseeing this area. We will occur additional hours from Brown Engineering that will be offset by reductions in employee salaries.

Maria Oliver, Traffic Coordinator last day will be November 1<sup>st</sup>. We have decided to go back to using a team of volunteers to cover these job functions to see how it works before refilling this position.

We are scheduled for a FCC inspection on November 19<sup>th</sup> at the station and transmitter site. Brown Engineering will be handling the inspection.

### **Development/Marketing**

The WMNF Birthday Luau was a success. Approximate attendance of 200 people and a net profit of \$4,206.

Laura has met with the Bank of Tampa, Cigar City and PNC bank regarding sponsorship opportunities for this next year.

### **Website**

JoEllen and Naveen have been tasked to work on moving forward with website development and how to maintain our current website.

We will be hiring consultant Robert Fitzpatrick, owner of Web Tent Networking Inc. to assist in maintaining our current website. This is a temporary agreement thru February 2015.

A survey is being created for all WMNF stakeholders to indicate their website preference or needs. A task force will be formed to provide information and feedback to move website forward. This project will align with board's LRP.

### **Human Resources**

Open positions:

#### **Full-time**

General Manager - working on recruiting

Operations Manager- working on recruiting

#### **Part-time**

Web Manager - Hiring Consultant

Development Assistant – on hold

Traffic Coordinator – on hold

#### **Temporary positions:**

Mercedes Skelton is currently helping with administrative duties in a temporary part-time basis until the end of February.

#### **Other Items:**

Julie Scheid has been elected as board staff rep starting in November 2014.

Open house and Potluck at the station on Wednesday, October 29<sup>th</sup> 2014.