

The Nathan B. Stubblefield Foundation
WMNF Community Radio 88.5 FM
Board of Directors Meeting Agenda - 7:15 p.m., February 15, 2016
WMNF Conference Room
WMNF 88.5FM Community Radio 1210 E. MLK Blvd. Tampa, FL 33603-4417

<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	
Randy Wynne	P		Kurt Madsen	P	
Craig Kopp	P		Letty Valdez	P	
John Francis	P		Sandy Wismer	P	
Laila Abdelaziz	P		Lauren Adriaansen	P	
Kate Throo Williams	P		Kisha Linebaugh	A	
David Harbeitner	P		Catherine Lim	P	
Pamela Robinson	P		Ian DeBarry	P	
Joshua Holton	P				

* 1. Call to Order Michael Bagby 7:15
 *

Josh Holton voted in as Board Secretary. All in favor, except Kurt Madsen abstained.

2. Roll Call / Proxies/ Agenda review Josh Holton

Kisha Linebaugh Proxy is Laura

Jennifer Forrester Audit
 Jane Lastinger Audit
 Cindy Reichhard Visitor

3. Visitor Comments Michael Bagby

Review / Approve Last Month's Minutes Josh Holton

One change: Add the word "capital" to the Finance committee statement.

Approval passed unanimously.

4. President's Report Michael Bagby

5. Auditor's Report Auditors

- * Audit Page 2: Clean opinion. No issues with the audit.
- * Theme is: Good year in 2015. Budget control compared to '14. \$64,000 increased
- * \$12,000 increase to net assets
- * Positive change in net assets, compared to '14, which had a negative change.
- * Some positions not getting filled impacted this.
- * Note 1C, 1M. Page 9 for performances.
- Note 1N Net operating losses can be carried over to next year.
- p12 Tower and debt.
- P13 Endowment
- **P17-18 overall**

2015, no significant changes in accounting policy

Most significant accounting estimate- depreciation assets used for life

No significant difficulties.

No disagreements with management

Station should evaluate expiration of assets pertaining to contingent liabilities.

6. General Manager Report Craig Kopp

- * See Appendix A

7. Community Advisory Council Report Laura Keane

Saturday Morning in two weeks at 9:00am is next meeting.

Trying to recruit more academic types.

8. Finance and Audit Committee David Harbeitner

- * Special events have been helpful
- * Motion to add Chief Engineer Dustin Hapli to be an authorized signer for the WMNF Bank of Tampa Visa Card.

- * Motion passes unanimously.

Charity Navigator report distributed.

Biggest challenge is admin expenses with regards to getting to the next level.

We've gone from 65%-83% Overall

Powerpoint

9. Consent Agenda process unanimously.

Base Camp utilization discussed as possible interface.

Template for reviewing consent agenda.

10. Personnel Committee

Lauren Adriaansen

- * No major updates

11. Bylaws Committee

Kate Throo Williams

- * Second reading of Article 1 Section 4 of Volunteer Committee Bylaws.
- * Striking "The Volunteer committee..." and replacing with, "..."
- * Unanimous passage.

12. Employee handbook and volunteer handbook discussed

Programmer's agreement

13. Volunteer Committee

Ian DeBarry

- * Talked about who to invite to the retreat. Scheduled All station meeting for April 4th.
- * Spoke about Heatwave, possible bank roles with new location.
- * Urban Café did a live remote.

14. Diversity Committee

Pamela Robinson

- * We need a definition of diversity.
- * Diversity club idea.
- * No bylaws for diversity?
- * Discussion centered around the merits of having a membership or voting members.

15. Youth Outreach

Kisha Linebaugh / Josh Holton

Reaching out to GMF

Volunteers from High Schools, parents' permission

USF volunteers

February 2016

Prepared by: Craig Kopp, General Manager

General Manager:

We are a .7!

The February ratings are out and, for the first time since I have been here, WMNF moved above the .6 we have been sitting at for a long time. And, we can credit Donald Trump and Bernie Sanders for generating so much interest in this primary season. Much of our modest but welcome increase in listening is coming during our 9a-1p news block. Normal ratings for that block nearly doubled.

And, since the radio gods are shining on WMNF, this election bump – which is being felt by public radio stations with substantial news commitments across the country – comes just as we begin a 24/7 in house promotion of our news block. Maybe we can answer the question being asked by programmers everywhere right now – how can we make the bump stick after the November election. And the wrong answer is elect Donald Trump President.

We have also seen a slight .1 rise in our mornings and a slight .1 dip in afternoons. Evenings and weekends were up .1. The ride the wave of election interest, music programmers are being urged to forward promote their newscasts to reinforce that you can have your music and your news on WMNF.

Thanks to all for attending the Board-Staff Retreat on March 5, 2016. The venue was good, the facilitator Jerry Kennan was great and we learned a lot about who we are and who we want to be. Post-retreat, staff members asked for some work to be done on a system to make it easier to say what they think is wrong, what they think could be improved and what is mediocre. We are looking at way to accomplish that. But, it was obvious the retreat had everybody thinking in a positive way.

News

While we are still working out the details, it looks like Democracy Now! Host Amy Goodman will be traveling to our area on a book tour in June and it looks like we can have her speak for a fundraiser. Her timing couldn't be worse – she'll be here immediately after our Heatwave. And, her timing couldn't be better – with election interest high we should have no trouble selling this out.

Business Manager

The contract for the grant from Hillsborough County for the new STL tower has been completed and accepted. It comes before the Board of County Commissioners for a final vote on March 23, 2016.

Development/Marketing

We now stand just \$7,000 short of meeting our Winter Drive goal. Pledges are still trickling in and we are working on a couple of premiums that we offer for pledges that could put us over the top in the near future.

It's been a tough time for Laura Taylor, whose father Lieutenant Colonel Donald C. Taylor, Airforce (ret) passed away this past week. The family requested in lieu of flowers that donations be made to The Spring of Tampa Bay. WMNF has made a donation.

Engineering and Operations

In the wee hours of the morning on Monday, March 7, WMNF was asked to switch to their backup antenna so that American Tower could investigate an issue with the primary antenna we share with the other FM stations at our transmitter site. The crew found that 7 of the 24 bays that make up the primary antenna had been burned up due to lightning or some other electrical problem.

American Tower has 3 backup bays on site that it will use to replace a portion of the damaged section while they are sent back to the manufacturer for repair. The work had originally been scheduled for the following Monday morning, March 14, but it has been delayed twice due to weather concerns. Tower crews don't work in the rain or when it's too windy.

The repairs are currently scheduled for 1:00 – 4:30 AM on Monday, March 28. This work will likely be repeated two more times in the coming months until all of the damaged bays are rotated out. There is a chance they will buy or borrow a fourth replacement bay so that the work could be completed with just one more session.

WMNF is simply a tenant at this site, so we do not have a say in how or when this work is done. The site superintendent is Ed Allen of Cox Radio. He is a veteran engineer and we can trust that he will make sure the work is done right and with minimal impact to the listeners.

Most listeners will not notice any difference in reception due to the burned bays or switching to the backup antenna. Those listeners who live on the fringe of our coverage area may have some trouble picking us up, but we have not received any complaints.

Programming

We had a big February for events with two Paul Thorn shows, A Dave and Phil Alvin show, The Rockabilly Ruckus and the Record sale. Program Director Randy Wind reports we are sitting around \$33,000 revenue so far on concerts/events this year toward a revenue budget line of \$55,000.

Heatwave plans are well underway and early bird ticket sales were strong. We tried two early birds this time around, at different price points, and generated about 920 sales. Randy believes this is well ahead of any other Heatwave. We are encountering some new budget and logistical challenges surrounding the move out of the Cuban Club but we are keeping a close eye on the expense line. Staff stakeholders in Heatwave are meeting on a nearly weekly basis already to try and ensure a smooth and profitable operation.

Outreach/Volunteers

The Volunteer Appreciation Event has been set for Sunday April 17, 2016 from 4p-7p at “Fodder and Shine.” JoEllen figures awards will probably be handed out around 5:45p.

Work continues on the WMNF phone app at Big Sea. We are still hoping for a late April launch. We are about through the wireframe process so the build can begin very soon.

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.

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.