

**The Nathan B. Stubblefield Foundation, Inc.  
Board Meeting Minutes of March 21, 2016**



<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	T	
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	A		Kisha Linebaugh	P	
David Harbeitner	P		Catherine Lim	P	
Pamela Robinson	P		Ian DeBarry	P	
Joshua Holton	T				

**T – Participated by Telephone**

1. Call to Order – Michael Bagby: 7:16 pm.
2. Roll Call/Proxies/Agenda Review – Lauren Adriaansen:  
Dave has Kate's proxy
3. Visitors' Comments –  
None  
Visitors: Jeff Harris, Cindy Reichard (staff), Dustin Hapli (staff)
4. Review Last Month's Minutes – Lauren Adriaansen  
Motion for approval of the regular February 2016 Board of Directors (BOD) Meeting Minutes passed unanimously. Motion: Dave/ 2<sup>nd</sup>: Letty – passed by acclaim
5. President's Report/Executive Committee Report – Michael Bagby  
Thanks to everyone for coming to the retreat! There are current follow-up meetings for consolidating the results into an implementation plan.  
Board members are encouraged to volunteer at Tropical Heatwave
6. General Manager's Report – Craig Kopp  
See Appendix A

7. Finance & Audit Committee – Dave Harbeitner:  
Tropical Heatwave bank needs a home – RV or trailer  
Letty volunteered to donate for rental  
Tower grant is a reimbursement grant, so station will be watching cash situation closely for original outlay  
Revenue is close to the budget expectations, as are expenses  
A temporary finance staff member starts this week  
See Appendix B for Budget Timeline
8. Consent Agenda ad hoc Committee – Dave Harbeitner:  
Committees have templates to use for minutes that should help with standardization.  
Technology aspects:  
Hoping to use Basecamp as a comprehensive board workspace tool  
Concerns about security (distinguishing between staff and board would require Basecamp 3.0)  
Concerns about practicality (will the board actually use this?)  
Tech Committee proposes a pilot project using the existing Basecamp 1 subscription for two non-confidential committees (decided: Tech & Development)  
If successful, we will have proof of concept and ability to iron out details  
Cost of Basecamp 3.0 for future budgets: \$29.99/mo  
PROPOSED: NBSFBOD move forward with the Basecamp pilot project  
Moved by committee, passed by acclaim
9. Development Committee – Kisha Linebaugh  
Pre-Heatwave Parties
  - 1) Sun, Apr 10 – 7pm to close – Mermaid Tavern
  - 2) Wed, Apr 13 – 6-10pm – Cigar City Cider & Mead (Ybor)
  - 3) Sat, Apr 16 – 3pm - ? – Ale & the Witch (selling Heatwave tickets here)
 Selling ads in the Tropical Heatwave guide (talk to Lauren if you have leads)  
Bowl-a-thon Fundraiser – May 21 @ Pinchasers Midtown – 10am – 5pm  
Partnering with The Diversity Initiative to learn how to do a bowling fundraiser  
What we raise is split 50/50 with TDI  
Catherine joined the committee to help with administration
10. Technology Committee – John Francis  
Looking at other options/alternatives to Raiser's Edge (Allegiant is for public radio stations)  
Future possible projects: VuHaus, a video site for community radio, comes with initial cost
11. Community Advisory Board Report – Laura Keane  
First meeting: Friday 3/25 at station
12. Volunteer Committee– Pamela Robinson  
Working on more open houses w/ shows to promote their nights  
All Station Meeting: 4/4 6pm social, 7pm start  
Committee Chairs are asked to present for two minutes if they can  
Creating fliers to get seniors involved
13. Diversity Committee– Pamela Robinson  
Juneteenth celebration – June 19<sup>th</sup> – 3-7pm (also Father's Day)  
Potluck, open house, movie, and poetry slam  
Diversity Club is starting as a social group for WMNF volunteers to attend diversity-centered events together
14. Long Range Plan Committee – Kurt Madsen:

Working to broaden relationships with community partners

15. Youth Outreach– Ad Hoc Committee – Kisha & Josh  
Working on 3 distinct groups: High school kids (listen & volunteer), College (listening pushed to develop fans), “Yuppies” (25-35 years old for volunteers and members)
16. Executive session from 8:38 pm to 8:46 pm for Personnel & Finance Reasons  
Moved: Dave/ 2<sup>nd</sup>: Kisha – acclaim
17. Old Business / Follow-up:
18. Attendance Review – Lauren Adriaansen:
  - All members are in good standing!
19. Evaluation – Laura Keane:

Participation: 8.6
Accomplishments: 8.6
Listening: 8.9
Scheduling: 9.2
20. Adjournment – Michael Bagby: The Board meeting adjourned at 8:49 pm.

By: \_\_\_\_\_  
Lauren Adriaansen, Secretary

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

## Appendix A – Station Manager’s Report

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.

**Thank you for working so hard - volunteers, programmers, staff and board. We are all in this together and I hope we can weather this crisis.**

**If you have different theories or impressions about the drive, I would love to hear them. ...**

**Well, that's my spin!**

### **Engineering and Operations**

We conducted phone interviews with four Engineering/IT candidates. One was a no show. Of those we scheduled two for in person interviews which are happening the day of our Board meeting. We could have some news on that for the meeting.

The rood repairs are completed. We have entered into a yearly maintenance program with our roofing company which will extend our warranty work out several years, so that is off our plate.

However, we are staring at some serious air conditioning issues. We already had to replace one motor in the chiller unit and it sounds like the other one is getting ready to go. We also have a fried hard drive that was supposed to be controlling building air flow. That appears to have been inoperable for a long period of time. And there is a long-simmering duct work dirt problem that is going to have to be addressed. We are getting estimates.

### **Development/Marketing**

Laura Taylor and Gene Moore have been tied up the past four weeks getting ready for and conducting the drive. And, now, they are continuing to work the drive as it runs more in the background to pick up the deficit. In the 24 or so hours after we wrapped the drive, another \$7,000 came in. Let's hope we can keep that pace up.

Laura reports that we have \$31,000 in underwriting billed so far this new fiscal year. We are awaiting the return of six contracts which could bump that up a bit.

We are working hard to get Laura sprung from drive responsibilities so she can follow up on bigger underwriting contracts she has made first contacts on.

### **Outreach/Volunteers**

We continue to shake down the new website under drive conditions. And though there have been changes to the way we do things, they are only changes. JoEllen Schilke and Robert Fitzpatrick were on their laptops throughout fixing glitches and monitoring web giving and keeping web content fresh.

The new donation process which we launched in September worked very well, for the most part. Robert created that for us and is analyzing drive performance to see what improvements can be made.

JoEllen reports, by the way, in the non-digital realm we had 1324 hours of volunteer time donated to us during the drive.

## Appendix B – Budget Timeline

### Budget 2017 Timeline

May 18 <sup>th</sup> – June 23 <sup>rd</sup>	Departmental Budget Meetings/Department Preparation
June 24 <sup>th</sup>	All budget documents due to Cindy
June 27 <sup>th</sup> – July 11 <sup>th</sup>	1 <sup>st</sup> draft budget prepared by Cindy
July 12 <sup>th</sup>	Craig review 1 <sup>st</sup> draft of budget
July 13 <sup>th</sup>	Staff reviews 1 <sup>st</sup> draft of budget
July 19 <sup>th</sup>	Craig review 2 <sup>nd</sup> draft of budget
July 20 <sup>th</sup>	Staff reviews 2 <sup>nd</sup> draft of budget
July 25 <sup>th</sup>	Finance Committee Budget Meeting
August 1 <sup>st</sup>	Budget presentation to Volunteer Committee
August 15 <sup>th</sup>	Board 1 <sup>st</sup> reading of 2016 Budget
September 19 <sup>th</sup>	Board 2 <sup>nd</sup> reading and adoption of 2016 Budget