

**The Nathan B. Stubblefield Foundation, Inc.  
Board Meeting Minutes of April 17, 2017**



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

**T – Participated by Telephone**

1. Call to Order – Michael Bagby at 7:17 pm
2. Roll Call/Proxies/Attendance Review/Agenda Review –Laila is being proxied by Jaime. All members in good standing with attendance.
3. Visitor’s Comments – No visitors in attendance.
4. Nominations & Board Development Committee (N&BC). No report.
5. Review Last Month’s Minutes – Nancy Johnson. Motion for approval of the regular March 2017 Board of Directors (BOD) Meeting Minutes. Motion: to approve: Lauren/Kisha 2<sup>nd</sup>, passed by acclaim.
6. General Manager Report – Craig Kopp: See Appendix A – Highlights: Main project: staff evaluations. A new format was successfully created including a self-evaluation. Job descriptions were developed in which the staff participate and signed off on. Mini-workshop was given to managers by Cindy Reichard on the purpose of evaluations and how to fill them out and conduct them with their reports. Managers used the evaluation template to assess performance, highlighting great work, good work, and areas of improvement. Need to stay active – quarterly visits will be made on their goals for improvement. Positive experience for all.

Development: Give Day Tampa Bay – May 2<sup>nd</sup>. This year we are focusing on WMNF vs. our past giving to others. Four live reads an hour. This year you can give early by check (marked “Give Day Tampa Bay”) or online beginning April 17<sup>th</sup>. Went through database for Capitol Fund drive in past (2006) with intention of discussion with potential donors focusing on CPB funding that may be lost. Still waiting for the fall for federal information.

JoEllen got good news on digital streaming from NPR– listening is up online. 5<sup>th</sup> week it has gone up. 4500 digital listeners. Website is being used more frequently going up almost 10% over the last two months.

Engineering challenges – snowball effect of new tower – fog a major issue. Max has been diligent on improvement. The Source – Max Anduze is rebuilding the architecture for our broadcast. February the station went off the air and multiple technical changes were made to fix problems.

Democracy Now host Amy Goodman will be speaking at the UMC on Central Avenue in Tampa, May 3, 7:30 pm – tix on sale. She is not charging, and there will be a Meet and Greet at the Independent prior to her speech – tickets are nearly sold out.

Randy got all programmers to sign the program agreement – including a quiz. Staff security a priority of Craig’s.

7. Finance and Audit Committee (F&AC) – Dave Harbeitner. Revenues have a positive Special Events running, membership, including Circle of Friends are all up. \$30,000 payment made to the principal of mortgage as previously approved by Board.

8. By-Laws Committee (BLC) – Letty Valdez. No meeting. Michael Bagby questioned replacing Board members time frame.

9. Community Advisory Board (CAB) –Kisha Linebaugh. Met the last Thursday of March, 3 community members showed up- Richard Manning, Galen, and Roxanne. Makers Movement – democratizing manufacturing of all things was part of their discussion. Share information with programmers – raise awareness of food production, clothing, electronics, etc. Focus on more youth listenership – USF = 80% voted to divest funds given to USF by inappropriate funding– USF administration not supporting these efforts. They felt there is a need to diversity the programmers– not just white males.

10. Long Range Plan (LRP) – Kurt Madsen – Retreat for Board, Staff and volunteers on Saturday, April 22<sup>nd</sup> to provide guidance in upgrading the Long Range Plan. Agenda has been well-vetted by committee. Board names are on the agenda to speak – most important is to inspire discussion. LRP needs to be streamlined. By end of July a first draft will be presented to the Board. In work-shops we will seek ideas from everyone. Table sessions – homework for attendees to keep creativity going. Need corporate sponsorship. Need people to take ownership of contacting big donors.

Stuart – from a Board perspective, we need to bond with staff. The Long Range Plan needs to be

a living plan vs. something on the board. Mike Bagby wanted to make sure that all speakers have been notified and approved. Concern about Kurt and Laila's focus on "deep dive into driving more revenue". Kurt will share his research and examples from his telecommunications experience that can be in strategic alignment.

11. Youth & Innovation (Y&IC) – Josh Holton (absent from meeting)

12. Volunteer Committee (VC) – Ian DeBarry. Upcoming All-Station meeting on May 10 at 7 pm, social hour at 6 pm. Craig was asked to present a station overview, and Randy was asked to address the fund drive. Kurt or Michael asked to present an overview of the retreat results. Board members were encouraged to attend this meeting and the Volunteer Appreciation Celebration on April 30<sup>th</sup> at the Old Key West Bar and Grill, 2451 Central Ave., St. Petersburg 33713. 3-7 pm, \$10 at door for those who are not Radioactivists, who are admitted free.

13. Technology Committee (TC) – John Francis. Basecamp is working well with approvals of minutes according to Nancy. Committees haven't been using this tool as well as they could be. More dates for events could be increased. User interface could be better. Has been used for over a year and David said it becomes easier the more it is used. Scheduling useful. Next goal – get the committees on board. Do we want to see the minutes of committee meeting? Lauren feels that minutes should be on Board page. Can we open a folder for these minutes? All agreed that it is a good idea– Nancy to open it (with tech help). Lauren said that there is a way to not get all the reminders of To Do's if they wish through the program. John will work with Nancy to develop a Committee Report section.

14. Diversity Committee (DivC) – Pam Robinson – Eco Fest is Saturday, April 22<sup>nd</sup> and Blue Moon 211 Suicide prevention event will be on April 30<sup>th</sup> in Pasco County. There is a Hip Hop Spoken Word celebration at the station on May 20<sup>th</sup> from 7 to 9 pm. The Volunteer Committee will be present. Juneteenth may have two movies showing, Thirteenth and Hail Hail Rock and Roll. A catering company is committed to provide food for this event on June 19<sup>th</sup> from 5 to 9 pm.

15. Development Committee (DC) and President's Report– Michael Bagby, now chair of the committee, attended his first meeting on April 11<sup>th</sup>. He has goals of creating presentations in the TB area to assisted living facilities, nurturing relationships for planned giving. Birthday party in the fall is being planned. Reviewed the Give Day Tampa Bay efforts that the Development Committee is heading. Presidents' report topics have been covered during the meeting previously.

16. Personnel Committee (PC) -- Lauren Adriaansen -- No report.

17. Executive Session (ES) – Michael Bagby. Motion to go into Executive Session- David/Lauren 2<sup>nd</sup>. Passed by acclaim. Reason: Approval of minutes. Motion to leave Executive Session at 8:18 pm – Lauren/Jaime 2<sup>nd</sup>. Passed by acclaim.

18. New Business – When minutes get posted – we have got to make ourselves accountable to post all to ensure CPB rules are met. Must be on the website – 10 days after the minutes are

written.

Citizen Advisory Board is critical to CPB requirements. At the end of the template of minutes, Craig suggested to have a notation on template when it is posted on the website.

A question was raised about how Basecamp and Survey Monkey is paid. Laura Keane had previously paid for Survey Monkey herself, but now being off the Board will not be doing that. Cindy has approved that these items be in the budget regarding Personnel Committee needs.

Community Conscious Radio – is it still alive? – raised by Kurt. According to Craig, it is still is a branding for the station.

How is the Board going to raise money as their contribution to the station? Different avenues will be explored – due at the end of the fiscal year. Jaime asked whether the Young Democrats could donate to the station but it would have to be individuals not the political organization for legal reasons. Last year’s partnering with other non-profits to raise the money was very successful – example given was the bowling partnership event.

- 19. PALS Evaluation –  
Participation: 8.13  
Accomplishments: 8.87  
Listening: 9.07  
Scheduling: 9.87

- 20. Next Meeting/Adjournment – Michael Bagby. The next Board meeting will be Monday, May 15<sup>th</sup>. at 7:15 pm. Meeting was adjourned at 8:47 pm. Motion to adjourn: David/Kisha 2<sup>nd</sup> – passed by acclaim.

By: \_\_\_\_\_  
Nancy Johnson, Secretary

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

## APPENDIX A

### MANAGEMENT REPORT

April 2017

Prepared by: Craig Kopp, General Manager

#### **General Manager:**

Top of my news is that long-awaited staff evaluations have been completed.

Just to clue you in a little on the process.

Step One: Finding the right evaluation format. There are so many, but we finally got down to business and chose one and made it fit our needs.

Step Two: Going through all job descriptions and getting sign off from staff on those descriptions

Step Three: Staff Self-Evaluations. All staff completed a self-evaluation which included an opportunity to express what they think they need to do a better job

Step Four: Evaluation Training. Since it's been awhile around here, Cindy Reichard conducted a mini-workshop with managers on the purpose of evaluations and how to fill them out and conduct them with their reports

Step Five: The Evaluations. Each manager used the evaluation template to assess performance, highlighting great work, good work, and areas of improvement.

Speaking for myself, I found this to be a tremendous process. These evaluations not only set a benchmark on performance, they provided an opportunity to share visions about the future and how to get there as a staff.

We will do them again next year at this time, but managers have been urged not to put the results in a drawer until that time. We are going to try to use these to move things forward on a regular basis by checking in our evaluation goals and where we are at.

#### **Development:**

Laura Taylor wants everyone to be aware that we will be participating fully in Give Day Tampa Bay May 2<sup>nd</sup>. We will be joining 600 other non-profits in the area in asking for support. Here are some of the details about how we are going to do it:

- WMNF will air four live read spots an hour.
- WMNF can compete in a few "power hours" where we get the most individual donors to give in an hour would win a \$1000 prize. Please realize we are

competing with 600 other nonprofits...but we are emphasizing ourselves as a nonprofit...a message some don't get.

- You can give early this year before May 2<sup>nd</sup> via check marked "Give Day Tampa Bay" or online at Give Day Tampa Bay Dot Com. Do not give on wmnf.org or it will not be counted on the Give Day Leaderboard.
- Staff members will drop in the studio throughout the day to give light pitches, but this is not a pledge drive.

### **Community Relations:**

JoEllen Schilke is finding good digital news in some recent reports from NPR. I'll let JoEllen explain:

NPR sends us a digital streaming report each week. This week's had good news for listening. The following numbers are for online listening to our main broadcast – NPR doesn't measure listening to the other 3 streams. This report also only includes online listening through the website, not with the app nor with any other apps.

We had a slight increase in our streaming cume (up 1%); our streaming listening is up 7% in the last week (and this is the 5th week in a row that it has gone up!); we have about 4,575 weekly digital listeners right now, who listen an average of 137 minutes.

People are also using the website more frequently, with page views going up by almost 10% over the last 2 months.

For the app, we are holding steady at about 2,500 Apple users, and the same amount of Android users. We have pretty high ratings for both versions. (You can see a direct correlation with on-air promotion and app/usage and downloading... not that I am hinting or anything.)

### **Engineering**

Max Anduze sent me this report on everything the very busy engineering department has been up to. The blue comments are mine:

- Working on the importation system of the HD 3 station; rebuilding the database. This will eliminate things like shows repeating themselves on The Source. A long overdue rebuild.
- Fixed an issue with the Content Depots Satellite receiver; was receiving the signal inadequately. This is how we receive NPR programming content.
- Updated raiser's edge software to be current with our hosted provider. A must have for Development.
- Installed a back-up audio switching system that is encoded with the PPM signal. When we lost signal a couple of times in February, our backup wasn't encoding for PPM, so we were not being rated during those hours.
- Fixed a gateway networking issue that slowed the internet speeds at the station to a crawl and caused a streaming outage.
- Troubleshooting the compatibility issues between the new exporter and a current importer; solution is GPS feed into the transmitter's exciter. It will be installed later in the week. Will keep HD channels running smoothly.
- Updating windows on the computers that have Deep freeze that won't automatically update themselves. Deep Freeze keeps people from downloading and adding things to our computers. But this means we have to do updating ourselves.

### **News and Public Affairs:**

Rob Lorei got a call one recent evening from Amy Goodman. And, as Rob tells you here, it turned into an event for WMNF:

Democracy Now host Amy Goodman is coming back for her 7th event for WMNF on Wednesday May 3rd at 7:30PM @ the UMC on Central Avenue in Tampa's Seminole Heights. She's on a 50 city book tour of the US with only two stops in Florida: Miami and Tampa. Ticket sales are going well with the event sure to make

lots of money for WMNF. (Ticket price: \$15 advance/\$20 at the door.) She is doing the event for free! We'll also have a "meet and greet" with Amy at The Independent just prior to her speech. That event is nearly sold out.

**Programming:**

Randy reports that all programmers have signed the Programmer Agreement and completed the Quiz to show they read it.