

The Nathan B. Stubblefield Foundation, Inc.

Board Meeting Minutes

Date: Monday, January 14, 2019



<u>Board Member</u>	<u>P</u>	<u>A</u>	<u>Board Member</u>	<u>P</u>	<u>A</u>
David Harbeitner	X		Wayne Garcia	X	
Letty Valdez	X		Dwaine Terry	X	
Craig Kopp	X		Sandy Wismer	X	
Jack Timmel	X		Pamela Robinson	X	
Bob Ingham	X		Lauren Adriaansen	X	
Nancy Cox-Johnson	X		Katarina Lauver	X	
Carson Holton	X		Stuart Mellish	X	
Will Greaves	X		Maria Trogolo	X	
			Dotty Stewart	X	

T – Participated by Telephone

- | <u>Agenda Item</u> | <u>Lead</u> | <u>Time</u> |
|--|------------------|-------------|
| • Call to Order/Meeting etiquette | David Harbeitner | 6:00 |
| • Roll Call / Proxies | Wayne Garcia | 6:01 |
| • Agenda review | David Harbeitner | 6:02 |
| No items were moved off consent agenda. | | |
| • Acceptance of items on Consent Agenda | David Harbeitner | 6:03 |
| o Committee Updates from Bylaws (no meeting), Nominating (no meeting), Personnel (no meeting), Technology (no meeting), Long Range Planning (no meeting) and Heroes (minutes posted in Basecamp BOD/January/Committee Meetings folder) | | |
| • Visitor's Comments | David Harbeitner | 6:04 |
| Joellen Schilke mentioned that WMNF is marching in the MLK Day Parade on the holiday and all are welcome to join WMNF staff and volunteers. | | |
| • Review/Approve Last Month's Minutes | Wayne Garcia | 6:05 |
| Minutes were approved by all board members online in Basecamp | | |
| • General Manager Report | Craig Kopp | 6:05 |
| See attached GM report | | |
| • President's Report | David Harbeitner | 6:17 |
| A Capital expense was budgeted, but not an Operating expense for the new Allegiance system for the installers for the migration from Razor's Edge, and it is estimated at \$4000-\$5000, which is an | | |

- Next Meeting David Harbeitner 7:01
Feb. 18 is the next meeting.
- Adjournment David Harbeitner 7:02
Adriaansen moved adjournment, Lauver seconded

THE BOARD'S ROLE

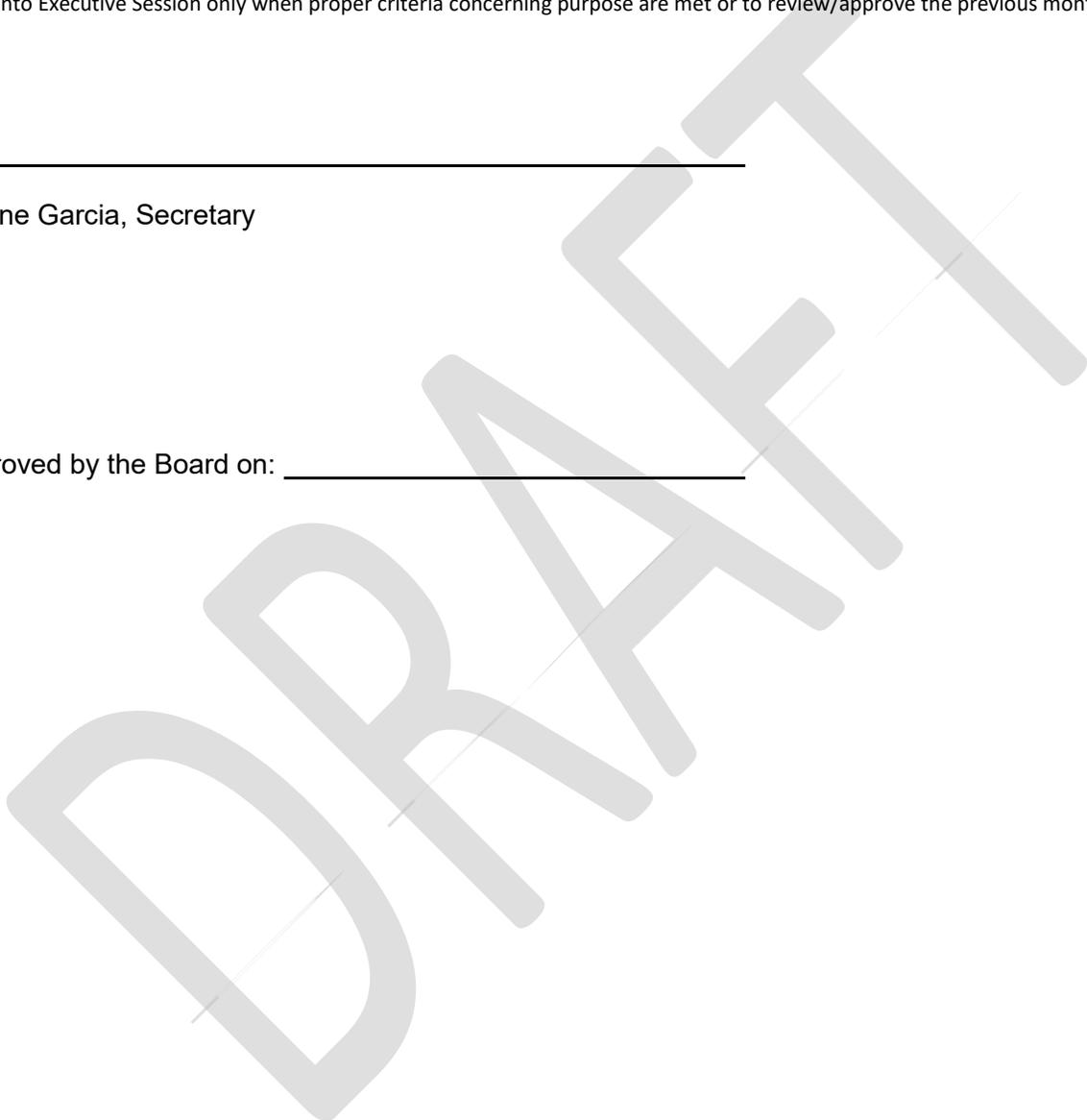
Governs the NBSF, which protects the FCC license, building and equipment, goodwill; employs staff. Establishes the mission of WMNF. Responsible for strategic planning. Establishes prudent financial policies, annual budget, annual audit, conducts planning retreats, approves personnel policies, style statements and programming policies. Participates in fund-raising functions of WMNF; approves non-budgeted expenditures over \$2,000.00.

*We go into Executive Session only when proper criteria concerning purpose are met or to review/approve the previous month's Executive Session minutes.

By: _____

Wayne Garcia, Secretary

Approved by the Board on: _____



MANAGEMENT REPORT

January 2019

Prepared by: Craig Kopp, General Manager

General Manager

First, Happy New Year to you all! Lots going on in 2019!

Finally an upward trend in the Nielsen ratings. Last month we were up to a .5, after sitting at a .4 for the past 5 months. Our average quarter hour, daily and weekly cumes were all up. Time Spent Listening remains at an historic low. Morning listening was up a little bit, afternoons were steady, evenings were up slightly and weekends are now flirting with a 1.0 – mostly due to lots of ears on the signal afternoons on Saturday. An area of concern – the News and Public Affairs block has dropped to a .2. In the present news environment, one would think that would be higher, but for those hungry for All Trump news, all the time, there are any number of outlets providing that. Just one possible explanation but this NPA issue is being examined.

The Market survey hit my inbox late Thursday. This is the survey to determine awareness and perception of WMNF in the Tampa Bay market. Since the survey results have just come in I am still going through them and reacting. I will have a full report at the February board meeting.

Stuart Mellish and I had a lengthy meeting recently to take a look at revising the KPI report to make it more user friendly. Hopefully we will be able to preview the new KPI in February.

Development

The End of Year Campaign was a huge success. Our goal was \$50,000 and we ended up raising \$56,451! Kudos to Laura Taylor, Gene More and Justin Garcia for the great letters and lists and appeals. Between that and fairly limited but targeted on-air appeals, our supporters sent us into the new year on a happy note.

Now we are gearing up for the February Fund Drive (winter, if you will). It's got a hefty goal of \$250,000. Pitch training sessions have been announced, as have supervisor training sessions. Pitches are out for match pledges.

Programming

The Cracker show at Skipper's was a sellout! The Driveby Truckers/Lucinda Williams show at Jannus Feb. 1 is going to be a sellout. We are starting out the year with some great musical outreach!

Marketing/Outreach:

As I mentioned earlier, the Market Awareness and Perception survey is in and will be driving much of our Marketing efforts in 2019. JoEllen Schilke and I are digesting its data and will be formulating and reformulating our marketing plans accordingly.

We are also continuing to drill down on generating accurate and regular streaming numbers with an emphasis on tracking hourly use. The main channel has started showing up in the Nielsen's now, showing a weekly come of 4000. We are adding that number to our weekly broadcast signal come.

Engineering

This sounds a bit like a broken record but Chief Engineer Max Anduze is continuing to install the new automation system. All equipment is in house but some of our old automation processes are not consistent with present day best practices so – there's a bit of extra work to acquire up programming for News and Public Affairs HD Channel. Progress is being made.

Engineering and Operations began testing this week of a new 360 degree camera to be used during in-studio musical performance. Looking forward to what that brings to our video production.

And Max and Dwaine Terry braved high level rides in a cherry picker bucket to replace lights at the west entrance to the station. Their description of this adventure makes me wish I would have captured some video. The final result – a much brighter and safer nighttime environment for volunteers and staff.