

**The Nathan B. Stubblefield Foundation, Inc.**

**Board Meeting Minutes**

Date: Monday, November 19, 2018



| <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/Welcome to new Directors                                                                                                                                                                                                        | David Harbeitner | 7:15        |
| ○ Roll Call / Proxies                                                                                                                                                                                                                           | Wayne Garcia     | 7:16        |
| ○ Carson Holton proxy given to Wayne Garcia; no proxy for Dotty Stewart                                                                                                                                                                         |                  |             |
| • Agenda review                                                                                                                                                                                                                                 | David Harbeitner | 7:17        |
| • Acceptance of items on Consent Agenda                                                                                                                                                                                                         | David Harbeitner | 7:18        |
| ○ Committee Updates from Bylaws (no meeting), Diversity (no meeting), Personnel (no meeting), Technology (no meeting), Development (minutes posted in Basecamp BOD/November/Committee Meetings folder) accepted without any changes             |                  |             |
| • Visitor's Comments                                                                                                                                                                                                                            | David Harbeitner | 7:20        |
| ○ Visitors were Simon, JoEllen, Cindy                                                                                                                                                                                                           |                  |             |
| ○ Simon Firer: Raised his ongoing concerns about programming, requested a copy of the programmer's agreement; Asked if the process for submitting a program proposal has changed since 2016. Kopp answered his questions regarding the process. |                  |             |
| • Review/Approve Last Month's Minutes                                                                                                                                                                                                           | Wayne Garcia     | 7:25        |
| ○ Approved by all attendees in Basecamp                                                                                                                                                                                                         |                  |             |
| • General Manager Report                                                                                                                                                                                                                        | Craig Kopp       | 7:26        |
| ○ Discussed GM Report as submitted (attached) Also looking into why tickets for Lucinda Williams/DBT were not allowed as comps to BOD.                                                                                                          |                  |             |
| • President's Report                                                                                                                                                                                                                            | David Harbeitner | 7:35        |

- Board editorial opportunities None were raised
- Board book update distribution Harbeitner distributed board book updated pages that largely replace the current books; board members were also asked to update their roster/personal information.
- Committee and Officer assignments
  - 8 standing committees plus the working committee for Homegrown Heroes; Five officer positions, Pres VP 2<sup>nd</sup> VP runs Community Advisory Board, Secretary, Treasurer runs the Finance Committee; Harbeitner is president by acclamation; Garcia is secretary by acclamation; Adriaansen is 1<sup>st</sup> VP by acclamation; Johnson stays 2<sup>nd</sup> VP by acclamation; Treasurer will remain Sandy Wismer. (Valdez made all nominations.)
  - Committee chairs:
    - Development – Mellish
    - LRP – Garcia
    - Homegrown Heroes – Johnson
    - Nominating – Trogolo
    - Finance – Wismer as Treasurer
    - Personnel – Adriaansen
    - By-Laws – Valdez
    - Diversity – Robinson
    - Technology – Harbeitner wants to discuss it with Stewart
- December function – 12/2 Annual board social is at Mellish’s house, three recently termed out board members invited as well.
- Finance Committee Report Sandy Wismer 8:08
  - Wismer said total revenues are over budget, expenses are under budget; Expenses down by \$25,000 but mostly due to timing and will smooth out over the FY; Cindy working on CPB recertification, and awaiting details about Hillsborough County grant; audit is under way for FY18 audited financial statements
- Nominating Committee Report Stuart Mellish 8:10
  - Increase structure around the nominating process
- Long Range Planning Committee Report Stuart Mellish 8:13
  - Presented Diversity Goal statement last meeting and wants to adopt it at this meeting; goal language was distributed to the board. Adriaansen asked to change LGBTQ to LGBTQIA, accepted by the committee. Wismer said without metrics how do we know we are getting better. Adriaansen felt a greater commitment to operationalizing this goal by station staff, it has not been taken seriously. Valdez said issues of diversity show up in Programming and Management. Lauver mentioned that audience/supporters do not necessarily seem interested in this goal, example of Pride Parade. Further discussion ensued. DT said there is lots of talk about diversity, but no real inroads on how to deal with those issues. Mellish withdrew the statement because the BOD cannot come to any consensus.
  - Suggested board and staff retreat date is Feb. 23. Should this be addressed at that time?
  - Ingham suggested, and Harbeitner agreed, that board members who are passionate about the issue should join Diversity Committee to come up with five specific measurables that the board can adopt.
- Volunteer Committee Report Katarina Lauver 8:40
  - Working on a volunteers and staff meeting without any programming conversations to get people together to celebrate the holidays. Date will be announced after it is nailed down. Working on getting a mural painted onto the building. Also reviewed programmer’s agreement and website feedback streamlining.

- Heroes Working Committee Report                      Nancy Johnson                      8:45
  - Committee met Nov. 5 to discuss venue, committee suggests we stay at Gulfport Casino, best date right now appears to be Aug. 25. Working on better organization and preparedness. Subcommittees were set as well, with chairs listed. Next meeting is Dec. 3.
- Executive Session                                              David Harbeitner                      8:55
  - Personnel matter
  - Wismer moved, Valdez seconded motion approved to go into Executive Session for a personnel matter
  - Board voted to exit Executive Session at 9:17 Adriaansen moved, Wismer seconded
- Attendance Review                                              Wayne Garcia                      9:17
- (PALS: Participation, Accomplishments, Listening and Scheduling)                      Lauren Adriaansen                      9:18
  - P: 7.7
  - A: 7.3
  - L: 6.7
  - S: 9.3
- Next Meeting                                                      David Harbeitner                      9:20
  - January 14 non-third Monday of the month; discussion of starting the meeting earlier, to 6 pm; Finance Committee will reschedule to a call later in January. Johnson moved the change, Valdez second and approved
- Adjournment                                                      David Harbeitner                      9:20
  - Adriaansen moved, Greaves second.

**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  
Wayne Garcia, Secretary

Approved by the Board on: January 14, 2019

# MANAGEMENT REPORT

November 2018

Prepared by: Craig Kopp, General Manager

## **General Manager**

While the October ratings still show WMNF with a .4 in the 6+ demographic, there were some surprisingly good numbers in the Nielsen report for the month. WMNF's weekly come was 86,400. That is the highest weekly listening number in the past 13 months. Unfortunately, the average weekly time spent listening (TSL) tied our lowest in 13 months at 1 hour, 15 minutes. This shortened listening time really affects our average quarter hour share. (AQH – people have to be listening in a quarter hour for five minutes to be counted as a WMNF listener). The bottom line – we had a lot more listeners but they weren't listening long enough. This could be people sampling the radio station for the first time or – and this runs counter to public radio thinking – it could have been people actually tuning in a little bit for our October fund drive. That is unheard of but our Drive week was the second highest listened to week in this survey period. I told you I thought the drives were getting more listenable.

Any positive trend is something we want to recognize. If the uptick in weekly (and daily) come is sampling, we want to make sure we are delivering the best product possible.

We are continuing to emphasize security awareness in the community. Known individuals continue to contact the station and disparage it in through various means. We have had conversations with these individuals but they are, in a word, inconsolable. But some of what they say makes me and others uncomfortable about potential actions in the future. The community and volunteers have been made aware of best security practices. We are an open community resource, but we must, at this time, be vigilant.

## **Programming**

Program Director Randy Wind is continuing air-checks of both prime time (6a-6p) and other shows outside of prime time for formatives (call letters, frequency, website, show name). We are making some progress but more needs to be made. We continue to focus on this heavily because if this month's come was driven by sampling, we MUST be identifying ourselves to those potentially new listeners.

Ticket sales began Friday morning for the biggest concert we have done in some time, Drive By Truckers and Lucinda Williams at Janus Live February 1. Sales through Friday were brisk with an expected 500 in sales on day one. Max capacity is 1800.

## **Development**

The End Of Year campaign has begun. This year's goal is \$50,000. Our theme this year is the value of having a truly "local" radio station.

Also, Giving Tuesday, a National Day of giving, is set for November 27<sup>th</sup>. People tend to give more money from Thanksgiving to Christmas than any other time of the year. So, WMNF will be making asks all this day with the money raised going to our EOY campaign.

By the way, the final number on the Fall Fund drive is \$242,619.35 on a goal of \$235,000.

## **Marketing/Outreach:**

WMNF has made the move to commission Nuwoodoo Research and Marketing. They do a ton of research for radio station and record companies around the country. This survey is meant to understand the Tampa Bay market awareness of WMNF in the age group 25-65. There are also questions in the survey aimed at understanding feelings about music, news and the format of WMNF.

After approaching many companies in the Tampa Bay area with virtually no response, we are now hoping Nuvoodoo can deliver some understanding of where we stand in the market. And, hopefully, we will have those numbers by early next year.

### **Engineering**

Chief Engineer Max Anduze is continuing to install the new automation system. There has been a bit of a wait for certain equipment but we expect it to be up and running by the year's end. However, it will not be up and running before lots of training of staff and volunteers. And, none of that can start until everything is installed.