

**The Nathan B. Stubblefield Foundation, Inc.  
Board Meeting Minutes of April 18th, 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	P	
Randy Wynne	P		Kurt Madsen	P	
Craig Kopp	P		Letty Valdez	P	
John Francis	P		Sandy Wismer	P	
Laila Abdelaziz		A	Lauren Adriaansen	P	
Kate Throo Williams	T		Kisha Linebaugh	P	
David Harbeitner		A	Catherine Lim	T	
Pamela Robinson	P		Ian DeBarry	P	
Joshua Holton	P				

**T – Participated by Telephone**

- Call to Order – Michael Bagby: 7:40 pm
- Roll Call/Proxies/Agenda Review – Josh Holton  
Laura is proxy for Dave.
- Visitors' Comments –  
Congratulations to David Harbeitner and Kisha Linebaugh for their recognition at the volunteer awards.  
Visitors: Cindy Reichard (staff), Dustin Hapli (staff)
- Review Last Month's Minutes – Lauren Adriaansen  
Correction: Appendix A Manager's report should read "March"  
Motion for approval of the regular April 2016 Board of Directors (BOD) Meeting Minutes passed unanimously. Motion: Michael/ 2<sup>nd</sup> Josh – passed by acclaim  
President's Report/Executive Committee Report – Michael Bagby
  - Board members are encouraged to volunteer at Tropical Heatwave
- General Manager's Report – Craig Kopp
  - See Appendix A. Also, discussion regarding the emergency AC motor replacement. Motion passed by acclaim.
  - 9:20pm Motion to suspend the rules to allow Craig to skip the bidding process with the billboard proposal initiated by Sandy, 2<sup>nd</sup> by Josh. 11 yea, 2 nay with Lauren and Letty voting against, with Kate abstaining.
  - 9:25pm Motion to accept and pass proposal for 16 billboards across the Greater Tampa Bay Area with Outfront for the cost of \$18,000 was passed with 10 yea, 3 nay with Lauren, Letty, and Sandy voting nay, with Kate abstaining.
- Finance & Audit Committee – Laura
- Consent Agenda ad hoc Committee: (most committees had very brief reports, as the majority of the meeting focused on discussing the Manager's report.)
- Development Committee – Kisha Linebaugh
  - 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
- Technology Committee – John Francis
  - Basecamp still being tested among three pilot committees.
- Community Advisory Board Report – Laura Keane
- Volunteer Committee– Ian DeBarry
- Diversity Committee– Pamela Robinson
  - Juneteenth celebration – June 19<sup>th</sup> – 3-7pm (also Father’s Day)
  - Potluck, open house, movie, and poetry slam
- Long Range Plan Committee – Kurt Madsen: Working on a poster.
- 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). Inroads made with Live Art Laboratories.
- Executive session from 9:30 pm to 9:42 pm for approving edits to minutes  
Moved: Michael/ 2<sup>nd</sup>: Josh – acclaim
- 18. Attendance Review – Lauren Adriaansen:
  - All members are in good standing!
- 19. Evaluation – Laura Keane:
- 20. Adjournment – Michael Bagby: The Board meeting adjourned at 9:40 pm.

## Appendix A

### MANAGEMENT REPORT

April 2016

Prepared by: Craig Kopp, General Manager

#### **General Manager:**

March ratings have just arrived, and while we are back to a .6 overall, the six month trend is up. More on that, plus some analysis when we get to some thoughts from programming. I have not yet had a chance to do a deeper dive into the numbers.

Some housekeeping matters to report since we last met. Our on-site generator had a major breakdown, discovered when Engineer Dustin Hapli conducted a regular test. We called in the repair crew and all is well but we discovered that regular maintenance by the generator company had not been performed on our unit in years. We are fine now but are targeting a regular maintenance contract for next year’s budget. We did suffer a power outage since and the generator kicked in as it should.

To add insult to injury, this past weekend the building temperature began to climb on Sunday and the expected failure of our number 2 chilled water pump

had occurred. We had to call in our air conditioner service company on a Sunday and they and Dustin Hapli got the unit back up and running on the one good pump about 2AM Monday. We have signed a contract for the new pump, which was anticipated in the budget, and it will be installed soon. However that will require a weekday shutdown of the air conditioning for up to 8 hours. I will give fair warning and we will cool engineering and main studios with portable units.

I met with minority programmers on Sunday April 3 to hear about any concerns and needs they have. It was a productive first of what I plan to be regular meetings. Also in attendance was Program Director Randy Wind, who explained why we schedule programs when we schedule programs. According to the programmers, no such meeting has been held before so I consider it a step in the right direction.

April is Heatwave month and things are starting to get crunchy. Expenses have seen some slight increases due to working with new venues which we are efforting to correct. Over a thousand wristbands have been sold but we need another two grand to realize a modest profit. Again, this is proving to be an immense effort for a modest return. Actually, it's an immense effort for even a promotional return. It's number 35 and based on my full immersion experience this year this is an event that needs a major overhaul. In the meantime, sell wristbands and hope for good weather. We know from past experience that there are big sales in final weeks and days but in the festival business now, past experience is fast becoming a shaky metric.

We held an All Station meeting on April 4<sup>th</sup>. It was well attended. The conference room was SRO. The following is the State of the Station remarks I delivered at that meeting.

### **State of the Station 4/4/16**

We are stronger today than we were a year ago at this time, but we have a lot of work still to do. How are we stronger?

Ratings. For the first time since I arrived here were ticked up in the rating from a .6 where we have been for a number of years, actually, to a .7. I have said all along that in this mixed up media environment we live in, staying at a .6 was actually a victory so moving up is big news. However, this is probably a short term phenomenon that we need to capitalize on. It's an election year bump. Yes, we can thank Bernie Sanders and Donald Trump for an almost doubling of our mid-day ratings. People are tuning in to Radioactivity and Midpoint to talk about the upcoming

presidential election. And our news department has been doing an excellent job in feeding that hunger.

The interest will stay high, probably, through the rest of this year.

How are we capitalizing on this?

Well, timing is everything. We just started 24/7 promotion of our midday news block. Every show on our airwaves is mentioning one of the midday shows every hour of every day... and will through the summer. So we are telling all of our audiences that WMNF is their place to talk about the Presidential race and lots of other interesting stuff.

Timing is everything. I just watched a demo of our new phone app for iPhone and android. It's great. Simple listening to our air sound, our streams and our archives, as well as news stories. And you can give – right there on your smartphone. We are looking for a release either end of April or early May and we are going to be talking about our phone app incessantly. While over-the-air is still king when it comes to radio listening, this app is going to be right in the wheel house of the generations that don't know what a radio is.

Timing is everything. To coincide with the release of the phone app we are close to closing a deal on a month long, market blanketing billboard campaign to reinsert the WMNF brand into the Tampa Bay marketplace. It will push the new phone app and give people who don't know were here a hint of what we do – from our news block like no other to all of our music. The idea is to get people to sample us who have never done so before, on our new app and over-the-air. And if just a few of them stay, our ratings will increase.

We are stronger financially. After the 2014 deficit, we finished 2015 with a \$12,000 surplus. So far the fiscal year we are meeting our numbers on the revenue side and expense are down, much of that attributable to the change in engineering and some other staff changes that have yet to be resolved.

We went through a successful audit and you can see that and out 990 tax return on the website. Concert revenues have been strong. The rain gave us problems for our event over the weekend but that is only the second event this year that lost money. Of course, Heatwave is coming up with changes in venue but a strong lineup. We set the revenue goal for Heatwave much lower in the budget this year, but we still need to sell about 3000 tickets. We've got another two thousand to go. Don't stop talk up that show to everyone you know.

We are getting stronger, technically. The new STL tower will start construction after the summer fund drive. Our grant contract was approved by the Hillsborough County Commissioners late last month, we have signed a contract with an engineering firm. When they are done drawing up the plans we will be putting the project out for bid. We expect the project to be completed in July.

And we are holding ourselves to planning to make ourselves stronger in the future. I have been working closely with the Board's long-range planning committee and gave them a report on our progress as of the first of the year.

On the digital front, we have hired a full-time digital media/content director/webmaster and executed the plan for a mobile app. We are still working to improve and consolidate out video content on YouTube.

Our development plan is a work in process. We have a development target list, are doing more extensive out front planning for fund drives.

As I stated earlier, we are in the process of launching and creating both in and out of house marketing campaigns, one of the goals of the long range plan which I approved upon my arrival a year ago February. We have created a new adhoc board committee – a Youth Outreach Committee – which is already working to develop and execute plans for reaching out to younger potential listeners and members.

As you heard when I talking about rating, we have reestablished that metric, as called for in the long range plan, and are using that information to formulate programming and marketing plans. With our new engineer, Dustin Hapli, in place, we are working toward another goal of the long range plan – and that’s ensuring we have the equipment and technology to reach and serve our audience. I won’t go all tubes and wires on you, but significant changes have been made in our engineering process which are already paying dividends in operational efficiency.

We have develop a disaster plan, also called for in the long range plan. But I still hope we never have to execute it.

On the lone term goal of getting our fiscal house in order, we have refinanced the promissory note on the building to a lower interest rate, resulting in an 1100 dollar reduction of our monthly payment and halving the balloon payment which is now due in 2022.

Concerning cultural issues addressed in the long range plan – we have had an ongoing evaluation of the current operating structure and have found a number of discrepancies in volunteer rules and board rules pertaining to volunteers which the board is working to reconcile.

And, toward meeting the goal of creating a fiscally conscientious WMNF culture, we have principally addressed concert expenses and planning and thus far the more rigorous process we have instituted has been successful.

I leave you with this... We have another fund drive coming up June 1<sup>st</sup> through the 8<sup>th</sup>, I believe, and one thing Program Director Randy Wind dug out of the most recent ratings is really inspiring to me. We received something called the national topline report on Thursday. These are some listening numbers outside our metro are – the area survey for our monthly ratings. In other words, these are listeners outside the area survey by personal people meters – PPM’s. That pushes the average total number of people listening every week to 92,000. What Randy realized is this. If that rule of thumb is one-in-ten listeners are actually giving members, we should have 9200 members. We have 7800. There is room for growth there. And we will be going after those 1400 with a vengeance come June.

Oh by the way – today we went over our goal for the Winter Drive. Congratulations.

## **Programming**

Program Director Randy Wind’s first dive into the March ratings surfaced some thoughts he shared with programmers. I share them with you:

The newest audience research shows we are gaining audience recently. The trend for weekly come in the metro area was 66,600 in November, 88,900 in March. Hopefully this trend continues.

The age of our audience: It's no secret that our audience is getting older and that there is a certain age group that dominates our listening:

55-64 year-olds are 55% of the WMNF audience. These listeners are the heart of the baby boom, born 1951-1961. When the station signed on the air in 1979 they were 18-28. In essence the same group of listeners who embraced WMNF in their youth have grown old with WMNF. Many of our participants are within this same age bubble.

Beyond the 55-64 bubble, 15% are 65-74 and 15% are 45-54. And about 15% are under 45. In other words, 85% of our audience is older than 44.

How does this WMNF age reality affect programming age-targeting? If it is a good idea is to fish where they are biting, we should be targeting those baby boomers/older listeners. Targeting 20something and 30 somethings is fishing where there are few fish. The reality is even if you think you are targeting younger listeners, much or most of your audience is older. Any program/programmer will have a greater chance of success if they also acknowledge with their programming that the majority of our audience is older.

It's a complicated challenge. We want younger listeners to refresh and revitalize the station and to replace baby boomers who, frankly, are starting to die off. To get younger listeners it would help to have younger programmers. It helps to play young artists. But not to write off the older listeners. Reach out to younger listeners but keep in touch with those older listeners who are core to the support of WMNF. The key to the challenge is to find old music that crosses over to young listeners and new music that older listeners enjoy discovering.

## **Outreach/Volunteers**

By the time this meeting is held, we will have had our Annual Volunteer Award Event. The following is a list of awardees:

Administrative Volunteer of the Year: ***David Harbeitner: THE ROCK***

New Administrative Volunteer of the Year: ***Joanna Kellog***

4 Desk paper weights: ***Anne Haywood, Deborah Lemonde, Angelica Diaz, Gabrielle Ayala JULIE***

Dave Roosa Special Events Volunteer of the Year: ***Bill Brehm***

New Operations Volunteer of the Year: ***James Rossi***

Operations Volunteer of the Year: ***Patty Perkey***

Engineering Volunteer of the Year: *Alastair St. Hill*

Membership Volunteer of the Year: *Will Shumaker*

Vicki Santa Development Volunteer of the Year: *Kisha Linebaugh*

Nathan B. Stubblefield Foundation Board: *David Harbeitner*

New News Volunteer of the Year: *Nicole Martinez*

New Public Affairs Volunteer of the Year: *Walter Smith Jr.*

Newsroom Volunteers: *Sam Johnson (reporting), Robin Milcowitz (transcriptions)*

New Programmer of the Year: *Chuck Core Jr.*

Overnight Programmer of the Year: *Frank Knox*

Programmer of the Year: *Live Music Showcase Crew*

Promo Producer Extraordinaire: *Ira Hankin*

Show Assistant of the Year: *Paul Weigand*

Volunteering Volunteer of the Year: *Amy Stewart*

New Volunteer of the Year: *Mildred Matos*

Volunteer of the Year: *Sid Flannery*

Lifetime Achievement: *Angela Beckles (Angela B)*

Lifetime Achievement: *Kanta Zamba (KZEE)*

## **Development**

As mentioned in the State of the Station, we reached and exceeded our February fundraising goal.

I met with the Development Committee in the past week to begin looking for new ideas and to start planning for the summer drive. Our main goal now is trying to come up with a bigger war chest of Match money.

Give Day Tampa Bay is coming up May 3<sup>rd</sup>. We got such a pleasant reception to what we did last year we are doing it again this year. While we will be acknowledging that WMNF is one place you can make a contribution, we will be reading the names of every organization participating in Give Day because, well, we have a microphone and they don't.

Development has been busy with Heatwave planning. We've had three pre-Heatwave fundraisers. All were successful but the most successful was this past weekend at the Ale and the Witch bring in \$1500.

## **Engineering**

We expect core sample drilling any time now. That's why the fence around the area where the new tower will be placed has been removed. This is all part of the engineering design portion of the plan. We immediately signed a contract for engineering plans after the county approved our contract late last month. Once we have plans we can start soliciting bids for the project.

## **News**

It may be hard on to the Heatwave but having a chance to present Amy Good from "Democracy Now!" in the present white hot presidential politicking couldn't be passed up. We are teaming with Sarasota's WSLR to present Amy at the Unitarian Universalist Church of Sarasota May 2 at 7pm. We are also working to try and get Amy to do some summer fundraiser drops for us while she's in town.

By: \_\_\_\_\_  
Josh Holton, Secretary

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