

**The Nathan B. Stubblefield Foundation, Inc.
Board Meeting Minutes of June 12, 2017**



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

T – Participated by Telephone

1. **Call to Order** – Michael Bagby
2. **Roll Call/Proxies/Attendance Review/Agenda Review** – Michael Bagby and Laila Abdelaziz
Pamela has Keisha’s proxy
3. **Visitor’s Comments** – None
4. **Review Last Month’s Minutes** – Lauren made the motion, John seconded the motion
5. **General Manager Report** – Craig Kopp: See Appendix A
6. **Finance and Audit Committee (F&AC)** – Dave Harbeitner
Michael Bagby made the following motion, “to move that the finance and audit committee use \$25,000 to pay down principle on the WMNF building loan.”

Motion carries with no opposition
7. **Long Range Plan (LRP)** – Stuart Mellish

8. **Bylaws Committee (BLC)** – Letty Valdez
The bylaws committee submits a motion to change general policy document 3.8 from, current policy, “3.8 Annual employee raises including WMNF Cost of Living Adjustments (COLA) or other across-the-board annual salary adjustments will take effect January 1 and be reflected in the first employee paychecks of the calendar year. Individual salary adjustments, raises, or one time staff bonuses may be made in accordance with the approved station budget at any time during the year. (9-20-10)” to, proposed updated policy, “Annual employee raises including WMNF Cost of Living Adjustments (COLA) or other across-the-board annual salary adjustments will take effect during the next fiscal year and be reflected in the first employee paycheck in October. Individual salary adjustments, raises, or one time staff bonuses may be made in accordance with the approved station budget at any time during the year. (6-xx-17)”

This was the second BOD reading of this proposed bylaws change

Passed by acclamation

Board discussed what the nominating procedure should be for new board members and how to possibly define emergency board position replacements

9. **Community Advisory Board (CAB)** – Pamela on behalf of Kisha
June 26th at 7 PM will be the next CAB meeting (location: WMNF)
10. **Volunteer Committee (VC)** – Ian DeBarry
Volunteer Committee is currently recruiting for new members
WMNF Birthday Party
CD Sale: 10 AM, June 24th
11. **Diversity Committee (DivC)** – Pam Robinson
Juneteenth is Monday, June 19th
12. **Technology Committee (TC)** – John Francis
Did not meet in the past month, will be meeting next on Tuesday, June 20th
13. **Personnel Committee (PC)** – Lauren Adriaansen
Craig gets a 360 review from board, staff, volunteers, and self
14. **Development Committee (DC)** – Michael Bagby
Next meeting: Tuesday, June 13
Circle of Friends appreciation party: Thursday, August 24th, Red Star Rock Bar
Working on defining what it means to be a WMNF member
WMNF cruise: flyers were passed around, goal is to sell 400 tickets

- 15. **President's Report** – Michael Bagby
Staff worked a lot to compensate for phone coverage during the fund drive
- 16. **Executive Session (ES)** – Michael Bagby
Board did not go into executive session
- 17. **New Business** – Lauren Adriaansen
- 18. PALS Evaluation –
Participation: 8,8,10,9,8,9,9,8,9,8,8,9,9
Accomplishments: 7,10,7,7,9,7,7,8,7,8,8,8,7
Listening: 10, 10, 10, 10, 9, 9, 10, 10, 9 ,9 ,9, 9, 8
Scheduling: 10 x13
- 19. **Next Meeting/Adjournment** – Michael Bagby:
Sandy motioned to adjourn and John seconded, passed by acclamation

By: _____
Laila Abdelaziz filling in for Nancy Johnson, Secretary

Approved by the Board on: _____

APPENDIX A

MANAGEMENT REPORT

June 2017

Prepared by: Craig Kopp, General Manager

General Manager:

I have delayed writing this report because I wanted to tell you that we had reached our summer fund drive goal of \$220,000. And, as of 3:30p this afternoon, we have made goal.

In fact, at last check (3:45p), we were \$268 over goal.

This was a very strong drive. I have gone through every show and every day with a fine-toothed comb and can clearly see that our listening audience was ready and willing to pledge its support for WMNF.

So why the shortfall at the drive's end?

Well, I think we have some work to do in particular dayparts in sharpening pitching skills and working on pre-drive fundraising.

There are some late night and overnight shows that have really embraced the latter, as suggested in the last couple of drive training sessions and they walked in nearly at goal and easily reached goal.

Also, shows that have embraced the training in more ask/less case pitching accompanied by short bursts of the best of the best in their programming showed more success than those that have yet to pick up that thread.

Suffice-it- to-say, we will be focusing on sharpening these skills where needed before our next drive.

This drive may not have been as mind-blowing as the February drive, but we have to remember that our summer drive comes just after school is out and peoples' patterns are changing to summer mode. Also, our snowbird listeners are back up north. So, I think this success shows the so-called 'Trump Bump' was still in effect.

Also, I really believe the changes we have urged in pre-pledge development and more ask-centric pitching are really showing results.

I also saw a lot more social media for more shows this drive and, while it may not seem like much, just a couple of shares and retweets can really spread our message and I think that had a positive effect.

Of course, my thanks to all involved. Programmers were on it. Volunteers were on it. Staff was on it.

Now on to the next drive.

Development:

Laura Taylor has been taking a couple of well-deserved days off following the drive, but before she left the building she did get an email out encourage our members who may have missed their chance to give during the drive to give now.

Laura also worked with Engineering to get a grant request into the state for funds to pay for dealing with the trees surrounding the property. We were rejected on a request for funds for new studio boards and were told to request money for items that would ensure the health and safety of those at the radio station. The state of the big trees around the station are an ongoing concern.

Also, before the drive, Development and I sat down to target some major givers we will be approaching in the coming weeks for initial meetings. We have our elevator speech ready, we just have to set the appointments.

Community Relations:

I just had the pleasure of telling JoEllen Schilke to get the exploding fireworks up on our drive splash page. Meanwhile, JoEllen is still working with our app developer on some hiccups, mostly with android smartphones. When google updates things, it's never as smooth a transition as with Apple. Complaints about problems have died down, however, so things may be smoothing out.

Engineering:

We had a couple of hiccups during the drive with our digital phone system. We are working with Frontier to solve the problem and when that's done, Max Anduze and Dwaine Terry will be working with me on a review of our phone system in anticipation of budget needs in the coming fiscal year. There's nothing like a couple of phone problems in the midst of a drive to get your attention.

The paperwork is in with the county to add about \$13,000 in equipment to our tower grant. Our final payment request for the actual tower went in in the past couple of days.