

**The Nathan B. Stubblefield Foundation, Inc.  
Board Meeting Minutes of July 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		A
Ian DeBarry		T	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 7:19 pm
  2. Roll Call/Proxies/Attendance Review/Agenda Review
  3. Visitor’s Comments – no visitors
  5. Nominations & Board Development Committee (N&BC) –
  4. Review Last Month’s Minutes – Nancy Johnson. Motion for approval of the regular June 2017 Board of Directors (BOD) Meeting Minutes. Motion: to approve: Stuart & Kurt 2<sup>nd</sup>. Unanimous approval.
  6. General Manager Report – Craig Kopp: See Appendix A below.
  7. Finance and Audit Committee (F&AC) – Dave Harbeitner . 2018 Budget Finance Committee, next meeting, line by line. All invited. Revenues up – expenses down. Two withdrawals from Parnasus. 145,000 – 55,00 against the building loan. Two issues that money is to be used for – drain in parking lot, and up to \$8,000 to take down the trees - \$12, 600 to be used total. Security system is at risk - being researched, in the capital budget – down the road. Motion to allocate \$12,600 for drain issue, and up to \$8,000 for tree removal. Passed by
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acclamation.

8. By Laws Committee (BLC) – Letty Valdez. Met this week – Wed. – discussed board member changes – replacing board members rules. August 10<sup>th</sup> next meeting. Proposed changes will be on Basecamp.

9. Community Advisory Board (CAB) – Kisha absent.

10. Long Range Plan (LRP) – Stuart Mellish, Kurt Madsen .

Stuart presented the three goals put in place at the Retreat, and committees have been meeting.

Final committee reports due in September.

Revenue Growth Goal (Stuart): “Increase the revenue run rate of WMNF FROM THE CURENT \$1.78M TO \$2.05M an increase of 15% by the fiscal year end 2019/20 FYE. Additionally, the non-pledge revenue will increase from the current 32% by FYE 2019/20 and two new sources of funding will be developed.”

Planned Giving being worked on by David and Gene Moore. Kurt is encouraging the committees to update the LRP Committee via Basecamp.

Broadening Audience/Programming (Nancy) – The two meetings thus far have focused on the Broadening and Deepening of Audience. Ideas as follows: •Create a common narrative describing WMNF to be used by Board, Staff and volunteers who present in the community.

•Develop relationships with municipalities (Tampa, St. Petersburg, Sarasota, Lakeland, etc.) that would promote WMNF as a community resource for news/events. •Create survey in and outside of listenership to determine demographics to pinpoint interests of current and potential audiences. •Utilize “boosts” via Facebook to advertise events that will reach to a vast number of people. •Create Street Teams to connect with organizations in the community at their public meetings – offering them air time to discuss their actions.

Randy is leading the Programming Goal of the Committee. He is opening up a public meeting on July 26<sup>th</sup>, 7 pm to discuss programming options. David – points of where are we going? Sustaining?

Diversity Committee – Survey about diversity. Looking for a location for a training of diversity for programmers and staff. 3 break out sessions with programmers– Randy, Craig and Rob will be at the overall meeting following the breakouts. Working on spreadsheets - 2018 an examination year, divergent training – beyond standard HR conversation. Poynter Institute will be consulted.

News coverage can be researched – who are we covering? Examining events like Caribbean Cruise – how do they become so successful with such a divergent population?

Stuart created the following guidelines for Committees to follow:

Goal: Do\_\_\_\_\_

By date:

Measurement/outcome

Year 1 –

Strategy 1:

Strategy 2:

Stick with the September deadline – we need to be in sync with the budget schedule to implement goals in the future.

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11. Youth & Innovation (Y&IC) – Josh Holton, Chair absent.
12. Volunteer Committee (VC) – Ian DeBarry. Teleconference – programmer meeting of interest to group – want to be able to speak for volunteer programmers. Saturday Sept. 16<sup>th</sup> 10-3, MacFarland Park. Potluck, outreach, music for the community. August 7<sup>th</sup> – next meeting. Setting agenda for All-Station Meeting.
13. Technology Committee (TC) – John Francis – June 20<sup>th</sup>, teleconference meeting was held. Revolved around technical needs for the station (video , podcasting – upgrade or replacements.) Bandwidth discussion - VuHaus doesn't effect our bandwidth. Minutes can be found on Basecamp.
14. Diversity Committee (DivC) – Pam Robinson – no meeting.
15. Development Committee (DC) – Michael Bagby. Birthday Ticket to Ride – Sept. 11<sup>th</sup>, Brew Bus. \$35 advance, \$40 at the door. All are encouraged to support and advertise.
16. Personnel Committee (PC) -- Lauren Adriaansen –The survey completion date for Craig's GM evaluation will be August 4<sup>th</sup>. The GM review for Board must be done by September. Time will be needed for Executive Session in August for discussion of results. Board will have 2 weeks to complete the review.
17. Nominating Committee – Stuart Mellish. Discussion about Board Members terms. Two members are termed out in November. One Community at Large – Volunteer elected needs to be voted upon.
17. President's Report – Michael Bagby. How are we going to raise \$1,000 as a Board contribution? House parties – Kurt is going to have a house fundraising party in August. He wants to have a programmer to speak. Randy suggested a spaghetti/salad dinner for perhaps \$10, featuring a band, at a location to be determined. Lauren objects to the necessity of Board needing to make this contribution.
18. Executive Session (ES) – Michael Bagby. No need tonight.
19. New Business – Stuart: Old Long Range Plan needs to be evaluated. Survey Monkey could accomplish this . A report of what goals have been successfully completed will be researched - October /November would be a good time. This could be put out to Board and Staff. Then, the information will be shared with the WMNF community.

20. PALS Evaluation –  
Participation: 8.1  
Accomplishments: 8.9  
Listening: 8.9  
Scheduling: 9.9

21. Next Meeting – August 21<sup>st</sup>. Adjournment – Michael Bagby: Lauren made motion to adjourn, David 2<sup>nd</sup>. 9:14 pm meeting adjourned.

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

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

**APPENDIX A**  
**MANAGEMENT REPORT**

July 2017

Prepared by: Craig Kopp, General Manager

**General Manager:**

I have been holding back on writing this because our June rankings came in from Nielsen late in the week and I was waiting for details, which did not arrive until Sunday night.

And there is good news. Our June overall rating of .8 matched our best ever since I joined WMNF in February of 2015.

All dayparts were up and our weekend numbers are staying strong.

Mornings were up from a .6 to a .7. Middays were up from .8 to 1.1. Afternoons were up from .3 to .6. Evenings were up from .8 to 1.0. Weekends slipped just a little from a .9 to a .8.

Overall, we have now hit a .8 three times in the past 12 months. Unfortunately, .5's in December and February drag our 13 month average to from a .7 to a .6.

Consistency is clearly a problem. We see this particularly in mornings and afternoons.

And, we remain demographically challenged. All our modest younger demographic gains from a year ago (billboard campaign) have degraded. 86% of our audience is 54 to 74 years old.

Meetings of the Programming Committee created by the Board at the Board-Staff retreat to address these issues are ongoing.

The last month has been filled with a lot of other numbers as budget time has arrived. Cindy Reichard received budget numbers promptly from staff and we finalized a first draft at the beginning of last week.

That first draft has now been reviewed by staff and we are working through changes in preparation for its presentation to the Finance Committee next Monday night.

I will only say at this time that this budget contains modestly aggressive revenue goals and these goals came without any urging from me. I was pleasantly  
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surprised that staff feels confident enough to do some realistic reaching.

We will be doing a lot more talking as the budget process continues.

I will be winging my way to Chicago on Tuesday for the rest of the week. My son went and got married and there is a shower and reception that I must attend. I will be back in the station on Monday morning.

### **Programming**

Randy Wind informs me that through the Programming change period and other means, all programmers have received a review this year. Randy provided me with examples and they were critical but constructive.

The minimalist Record Sale held at the station in June proved to be very successful. It is included in the revenue budget line for next fiscal year. Storage and inventory are the biggest challenges facing this revamped event. But the income and attendance clearly indicated that there is life in the event still.

We are inching toward making the revenue line on special events. The next two months will tell the tale but Randy is quietly optimistic.

Next year's events budget includes a new event, the Tropical Heatwave Cruise. We are selling cabins after a bumpy start because our partner, AAA, went through a reorganization the day that we launched sales. The ship has been righted, as it were, and AAA has been in the station with all hands on deck for a major sales push. At the upcoming Trae Pierce show August 5<sup>th</sup>, we are inviting all AAA office reps to the show to get them jazzed to pitch the cruise and AAA will have a table to book cabins right there at Skipper's.

### **New and Public Affairs:**

Don't know if you noticed but I sure did. Right there on the front page of the Tampa Bay Times were our call letters, twice, in an article about a possible shift on the Hillsborough County Commission to change its mind and move the

Confederate memorial. WMNF was making news with the help of Midpoint host Mitch Perry, who booked Commissioner Victor Crist on his show last week. It was on our airwaves that Commissioner Crist chose to announce he had changed his position and had decided the monument has to go somewhere else.

### **Outreach/Volunteers**

We learned last week that our dearly departed kindred spirit Ray Villadonga is leaving a legacy to his beloved WMNF – his record collection. We don't know what's in this collection of CD's and vinyl but we know it's huge. And, knowing Ray, it is strange and beautiful music.

### **Development**

The Development Department wants to make sure you circle September 11<sup>th</sup> on your calendars for the WMNF Birthday Bash at the Brew Bus Terminal. Get your tickets now!

In the meantime, Development has been working on sponsorships for the cruise and, yes, already in initial planning stages for our October drive.

### **Engineering**

I have tasked Max Anduze and Dwaine Terry with a couple of late year, big, capital projects. By this afternoon, I should see the bids of redoing both the east and west parking lots. This would involve regrading and restoning the west parking lot. The east parking area is more complicated. A drain pipe has been mangled by tree roots resulting in a large and fairly deep lake there whenever it rains. And, at this time of year, that's pretty much all of the time. The pipe needs to be replaced before that lot also gets regraded and restoned. And, on top of all this, our dying trees on the north side of the building are starting to drop significant limbs. We have bids in on that and they will be environmentally removed (cut down but with enough left to provide an environment for local critters). I will be presenting these items at the Finance committee tonight.

