

**The Nathan B. Stubblefield Foundation, Inc.  
Board Meeting Minutes April 16, 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	
John Francis	x		Pamela Robinson	X	
Bob Ingram	X		Lauren Adriaansen	X	
Nancy Cox-Johnson	X		Jamie Klapholz		x
Carson Holton		X	Stuart Mellish	x	
Michael Bagby	X				

**T – Participated by Telephone**

<u>Agenda Item</u>	<u>Lead</u>	<u>Time</u>
Call to Order	David Harbeitner	7:16
Roll Call / Proxies Pamela has Carson's proxy	Michael Bagby	7:17
Agenda review	David Harbeitner	7:18
Acceptance of items on Consent Agenda Committee Update from Personne Volunteer - see BOD Basecamp/2018 April/Committee Minutes for BOD	David Harbeitner	7:19
Visitor's Comments	David Harbeitner	7:19
Review/Approve Last Month's Minutes Nancy: Motion Wayne: Second Passed by acclaim	Michael Bagby *two friendly amendments	7:20
General Manager Report Evaluations complete. Positive results. Acceptance of results and plans for moving forward. Security breach. Disgruntled listener. <i>Levi Jonathan</i> – trespass warning. Reviewing bids for new security system. Ratings took a tumble in February: .7 to a .4 Upper demos down. May be drive related. Personal People Meters may have been an issue March ratings due Thursday. Record/CD sale went well. No storage costs. No overhead. Mostly pure profit. <i>(Cruise review – just got final results today at 5:45 p.m. Looks like we lost \$3100 – once we get all the facts, pros and cons, and input from staff will determine what the board gets and decides – We were appx. ten cruise tickets shy of break-even)</i>	Craig Kopp	7:25

Vuhaus began... live stream. Bobbie Dusenberry lined up Fantastic Negrito from Safety Harbor Music Fest. Lydia Loveless will be recorded April 21 for Vuhaus. We may be able to get underwriters due to being only south-eastern member of Vuhaus.

DT and Max went to Las Vegas for National Association of Broadcasters convention. They said it was very informative.

The KPI Matrix ready for review. It has a balanced score card.

WMNF has the largest FB following of any other public/community radio station in the state of Florida.

We are looking to coordinate our FB presence to make it more effective.

Central compliance book needed. Must start posting to FCC website.

Radio Research Consortium organizes our ratings from Nielsen. We pay them and they gather for all public / community stations that take part in their service.

President's Report

David Harbeitner

7:50

Consent agenda doing fairly well.

Community Advisory Board – We are running behind. Request from President - Every board member send two names for candidates. Craig will begin running the meetings.

CAB is a requirement from \*CPB for any station not connected to a university to get objective input from community telling us what do we need to pay more attention to. What should be “covered more” in our listening area concerning news and public affairs exclusively. (\*Corporation for Public Broadcasting)

Budget season is getting close. June 20 – NOTICE! What expenses/revenues may need to be included in budget from Committees – get these ready by June 20.

BOD Development event:

Use basecamp for updates for this event.

The WMNF Birthday event is in Tampa.

Our event will be in St. Petersburg: Palladium Side Door or Gulfport Casino

Bob presented information. We are looking at late August.

Discussion:

Dave – Focus the recognition around people in the Tampa Bay community doing good – three categories – individual / youth / group.

This is NOT an award – it's about impact. Do the silent auction for profit. Tickets should cover costs. We will need two items per board member for auction.

Wayne: People who we choose are probably not going to be in the company of high rollers. We may need the bigger place to hit the critical mass. But the ballroom may look empty without a big crowd.

Dave: Keep it low brow and affordable.

Sandy: \$25 a head would be good.

Lauren: Smaller place would be better due to this being our first time.

John: People nominated will be inviting people... not just board members.

Lauren: We'd be safe at 185 people. The nominees should be comped.

Dave: This will NOT be a full dinner... It should feature appetizers from local food vendors.

Wayne: Palladium keeps the bar profit.

Stuart: If we sell out for the ceremony people can still bid online.

Nancy: Sunday afternoons are best that time of year. We don't need to feed them as much.

Dave: Looks like a smaller venue is best for this first year. Third or fourth weekend of August.

Bob: At the Palladium spaces are a bit tight and awkward. They can partition ballroom if we don't have enough people in Gulfport. The Casino Ballroom would be better for band, dancing, and putting auction items on display. Are we inviting the staff and significant others?

Dave: During May and June - We need to connect with other media outlets about getting nominees for the recognition. Highlight the nominees. Low brow. Cheap to come. Build enthusiasm. It's about the entire COMMUNITY.

In July we will move into ticket sales.

John: If we can get a Gulfport based nonprofit to sponsor us then we can petition to get the set-up fee waived.

Craig: Promotional material does not bump underwriting.

Wayne: Motion to move our interest towards Gulfport Casino



Pride March – We participated.  
Diversity minutes need to go onto Consent Agenda.

Technology Committee Report                      John Francis                      9:14

Lots of issues were dealt with at the station regarding technology.  
The committee is glad Max and DT went to NAB in Las Vegas.  
DT: It was geek heaven – a trip into the future.  
Day One: new boards   Day Two: automation   Day Three: video  
It’s worth the time to check out Max’s recap of trip. Craig sent email with links and in GM report.

Dave: By the Thursday before the next board meeting all committees should post on Basecamp including GM report.

Executive Session\*                                      David Harbeitner  
No session this meeting.

Attendance Review                                      Michael Bagby  
All in good standing.

(PALS: Participation, Accomplishments,  
Listening and Scheduling)                      Lauren Adriaansen

		<u>AVERAGE</u>
P	6777777887778	7.15
A	7898898987879	7.53
L	8798999988898	8.38
S	6109999101010810108	9.07

Next Meeting Monday May 21                      David Harbeitner

Adjournment    David Harbeitner  
Motion: Lauren  
Second: John  
Passed by acclaim

By: \_\_\_\_\_  
Michael Bagby, Secretary

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

# MANAGEMENT REPORT

April 2018

Prepared by: Craig Kopp, General Manager

## **General Manager**

A big accomplishment for March/April. I am pleased to announce that Staff evaluations have been completed. Since the deadline was this past Friday, I can only speak for the evaluations I conducted. They were open, frank and productive with future actions plans in the works for the coming year.

That's the good news.

The bad news is we had a serious security breach last week with a listener breezing past the front desk and right into the main studio – video camera rolling, for some reason. Though a close examination of events shows that the unlocked main door would not have prevented this occurrence, we are currently looking over bids for replacing the entire security system. The perpetrator is known to the station and would have been allowed access. His behavior upon entrance was next level and would not have been predicted. Police did ascertain his identity and we now have a trespass warning against him. The consequences for being on property again are arrest.

Engineering has picked a bidder to fully replace the security system and their recommendations will be presented to the Finance Committee today.

Our ratings took a nose dive in February. Right now we are chalking it up to the effect of a 9 day drive. But the fall was so precipitous that it could also be a bad Personal People Meter book for us. I had Max check to make sure our Nielsen signal is working properly in the chain. It is. Just one out of place PPM meter can have a huge effect on us. It is hard to tell. We had significant losses in our upper demo numbers (65+). We are eagerly awaiting the March numbers to see if this was a fluke or something more serious.

## **Programming**

For another year, the WMNF Record and CD sale was held this past weekend right here at the station. And, again, it was a booming success. Program Director Randy Wind thinks we may have cleared over \$7000 and the place was humming all day long. The decision to store records and CD's on site and holding the event on site has proven to be a winning idea. Not only does it eliminate storage and venue overhead, but it brings a lot of people to the station. This year, there was a bake sale, too, which added to the caloric – er – community spirit. Great job volunteers, Randy and Linda Reisinger for the set up and quick tear down so we have space for the Board meeting.

## **Marketing and Outreach**

WMNF officially launched on [VuHaus.com](http://VuHaus.com) on Friday, April 6 with live performances from Grammy award winning artist Fantastic Negrito and Derek Hoke. Thanks to the Safety Harbor Song Fest, and Bobbie Dusenberry, and the incredible Live Music Showcase team, we had a very successful launch. WMNF operations, Max & DT, got us hooked up with Livestream so we could smoothly broadcast the video to participating stations in the VuHaus family. VuHaus, and other partner radio stations on VuHaus, were great about promoting our debut on social media. We were able to thank the two current VuHaus sponsors, Cigar City & BAAMO, on the air as well.

We are planning another livestream on 4/24 with Lydia Loveless, who is coming on Nancy Cee's It's the Music program.

We currently have 25 or so videos up on VuHaus, and are working on loading more.

We are also working with VuHaus on underwriting deals – as the only member in the SE US, we could be

positioned as a desirable outlet for national underwriters.

## **Engineering**

The WMNF Engineering and Operations Departments attended the 2018 National Association of Broadcasters Convention in Las Vegas last week. Engineer Max Anduze says that on Day One they walked 6 miles in the cavernous Convention Center shopping for our future – specifically, new boards and a new automation system. Max sent me the following report:

The trip to the 2018 NAB was a productive one. We had the opportunity to preview what is new and out in the industry enabling us to make wiser choices when selecting new equipment for our infrastructure. The chance to demo many different automation systems as well as broadcast boards and video streaming applications on the show floor was invaluable to the station. We shook hands with some of the smartest minds in the industry with that we were able to discuss our unique needs providing best solutions for some of the issues we are encountering. Most of the sales teams for the manufacturers were giving discounts for being at the NAB so, we are looking forward to seeing those reflected in the quotes we'll be receiving. We narrowed our scope to few automation systems based upon their reliability and their ability to be incorporated within our infrastructure as well as workflow.

AudioVault Flex

<http://bdcast.com/products/studio-products/radio-automation-audiovault>

ENCO (DAD)

<http://www.enco.com/products/dad-radio-automation-presenter.html>

DJB Radio

<https://djbradio.com/djb-radio-top-radio-automation-software/>

DM Broadcast

<http://www.dmbroadcast.it/index.php/en/products/radio-solutions>

For boards we only saw two manufacturers that could stand up to the abuse and punishment that we put them through while retaining their simplicity of use.

Wheatstone

<http://wheatstone.com/radio-products1/radio-consoles/digital-consoles/2016-11-28-09-23-44>

Telos Alliance

<https://www.telosalliance.com/Axia/Fusion>

There were many advancements in video and there are many directions that we can take our video in when we plan to do this at a more efficient level. All in all, we walked away with massive insight to what is happening in the industry making us a more formidable engineering department.

-Max

**March 2018**  
**Prepared by Cindy Reichard, Director of Finance**

**Revenues:**

Circle of Friends over budget by \$8,492 @ 3/31/18

Membership over budget by \$13,522 @ 3/31/18

Car donations over budget by \$3,750 @3/31/18

Concert Calendar over budget by \$415 @3/31/18

Underwriting under budget by \$6,536 @ 3/31/18

Underwriting VuHaus under budget by \$3,500 @ 3/31/18 however just received last week \$1,250 from BAMO.

Special Events a net profit of \$25, 599 (This excludes Tropical Heatwave Cruise) to budget of net \$63,200 for 9/30/18. We are still waiting on numbers and monies from AAA. Hopefully soon.

Parnassus had a loss of \$5,587 for the quarter.

Total revenue under budget by \$63,931

**Expenses:**

Advertising under budget by \$14,095 this is a timing issue. Craig has upcoming plans.

Bank Charges over budget by \$2,003 timing issue should be on track by year end.

Insurance expense under budget by \$4,401 is a timing issue and will be spent by year end.

Penalties for payroll tax issue going back to last May 2017 paid \$1,092. Tried to negotiate with the IRS since last May but not successful.

Professional fees over budget due to paying Gator Guards for security \$2,496 in November. Total cost was \$4,378.25 which was an unexpected expense not budgeted.

Salary expense under budget by \$ 10,763 due to effective overtime control, bonus and stringer funds not utilized at this time.

Tower rent expense is going into 884.1 CPB Unrestricted Expenses was originally budgeted under 923.1. This is to meet our CPB requirements.

Program Acquisition expense acct # 920 a large portion is being expensed to acct # 884.2 CPB Restricted was original budgeted to #920. This is to meet our CPB requirements.

Printing under budget by \$1,810 is a timing issue as we will be using to print new pocket guides.

Overall expenses under budget by \$84, 189 and will continue to be monitored.

Net Income \$20,258 in which \$5,900 is due to unrealized gains from Parnassus.

**Grants:**

CPB grant- Received second CPB payment this last week for \$40, 259.

**Budget: Budget meeting has officially been rescheduled for Thursday, July 26<sup>th</sup> from 6:00 to 9:00 p.m.  
Dinner will be provided. Please mark your calendars.**