

**The Nathan B. Stubblefield Foundation, Inc.**  
**Board Meeting Minutes**  
**Date: June 18, 2018**



<u>Board Member</u>	<u>P</u>	<u>A</u>	<u>Board Member</u>	<u>P</u>	<u>A</u>
David Harbeitner	P		Wayne Garcia	P	
Letty Valdez		A	Dwaine Terry	P	
Craig Kopp	P		Sandy Wismer	P	
John Francis	P		Pamela Robinson	P	
Bob Ingham	P		Lauren Adriaansen	T	
Nancy Cox-Johnson	P		Jamie Klapholz		A
Carson Holton	P		Stuart Mellish	T	
Michael Bagby		A	Dotty Stewart	P	

**T – Participated by Telephone**

<u>Agenda Item</u>	<u>Lead</u>	<u>Time</u>
Call to Order	David Harbeitner	7:20
Introduction of new BOD member <ul style="list-style-type: none"> <li>o Dotty Stewart</li> </ul> <p>Katarina introduced Dotty Stewart, the board member selected by the Volunteer Committee, which interviewed three candidates and chose Dotty unanimously. Dotty was seated as a member of the Board of Directors.</p>	Katarina Lauver	7:21
Roll Call / Proxies <ul style="list-style-type: none"> <li>Letty’s proxy was with Sandy. Stuart’s Proxy (if needed) was with David</li> </ul>	Wayne Garcia	7:24
Agenda review	David Harbeitner	7:26
Acceptance of items on Consent Agenda <ul style="list-style-type: none"> <li>o Committee Updates from Personnel (no meeting), LRP (no meeting), Bylaws (no meeting), Diversity - see BOD Basecamp/2018 June/Committee Minutes for BOD</li> <li>o No changes were made, agenda was accepted</li> </ul>	David Harbeitner	7:26
Visitor's Comments <ul style="list-style-type: none"> <li>o Volunteer Committee update: Chair Katarina Lauver said committee is revamping conflict resolution for volunteer and Personnel committee, with a presentation from Lauren Adriaansen. Interviewed three candidates for BOD. More programmers volunteered their time during the fund drive. Noticed a huge drop-off in volunteers who were not programmers. The committee thinks the staff may need some help from an outside, neutral person who can engage with volunteers in a less-charged way.</li> </ul>	David Harbeitner	7:27

- Nancy asked if supervisors are helping with that. Bob I asked what attributes were needed. Katarina said it is a stressful time, and perhaps more training or assistance for those supervisors. John said his shift on the weekend was very filled, even after there was a call that no volunteers were signed up, so perhaps managing the resources better might fill empty shifts better.
- Joe M. knows a number of people who stopped volunteering over the years, and said they did not feel that there was adequate appreciation shown.
- Bob I said the process needs to be looked at in the whole extent. Carson H said there needs to be follow-up to show appreciation and acknowledgement to a greater degree.
- Katarina added that the Volunteer Committee can assist in those acknowledgements. Dottye said collaborative teams can also be formed to have those points of contact and self-support vs. reading email thank-you's.

Also in attendance Joe Milligan, longtime volunteer

Nominating Committee Pamela Robinson 7:41

- Interview BOD candidates – One open position
- Maria Trogolo was introduced to the board as a candidate for the BOD. She was recommended by Jamie. Stuart introduced her (via telephone). She has a degree in ethnomusicology. She studied culture of music in the Arab-speaking world. Board members questioned Maria after her introduction on a wide range of topics related to the radio station, listener engagement, demographics and her experiences as a community volunteer organizer.
- The candidates will be discussed in Executive Session.

Review/Approve Last Month's Minutes Wayne Garcia 8:03

Approve and/or Suggest Edits to May 2018 Board Meeting Minutes

All board members acknowledged the minutes on Basecamp without suggested changes

Motion to approve minutes as presented: John

Seconded: Nancy

Passed by acclaim.

General Manager Report Craig Kopp 8:05  
(Attached to Minutes)

As of 5pm today, at \$220,000-plus so that completes the summer drive. Did it in 12 days, \$19,000 in that period of time.

Every drive this year has made goal. First two drives exceeded goal by substantial margins. It was an unusual drive, pledges came in total waves. No real explanation for it. Tough for programmers to stay positive through lean times.

May ratings came in and we maintained a .5, near our average. We were sliding down, two .4's in a row. Time spent listening is still way down. We were always outside the box on that. Seeing a demographic shift that could explain less time spent listening. Possibly snowbirds or residents who get out of the heat. This has been a bad three months for public radio in this market. WUSF struggling for listeners and struggling with drives. Demographics, 20-29- and 20-

KPIs are loaded into basecamp. Doubled the 35-44 audience. All good news for growth for the future. Social media use is up as well, shared to lots of demographics, and we might be seeing an effect of that. Craig's current theory.

New billboards are up electronically. Static boards are up as well. They will be up all summer. Electronics run two weeks on and then off, and then back up again. Rotating through 25 boards in Tampa Bay, every 8 minutes. "Last. Local. Radio." Good reaction from people around the country. Programmers are running two positioning pieces each hour. Short, 8 second pieces. Education campaign for first-time listeners. Billboards = 4 million eyes before the campaign is done. Thanks to Out Front Media for helping with messaging.

Tech Audit is complete. Engineering did a thorough job on the report, detailing every piece of equipment in the station with details, history, etc. A mechanical audit likewise has been suggested.

Katarina asked why the station was off-air for 10 minutes. Craig said a lightning strike in neighborhood created a power surge that froze a piece of equipment that then had to be reset.

#### President's Report

David Harbeitner

8:22

- BOD Fundraiser Working Group

David said we have a signed a contact with the venue, and waiting to get signed contract back to conclude. He showed the web event on wmnf.org and said the event is also on Facebook. The nomination process is open and on Google Forms. Katarina asked what parameters are we using for the nominations. David said it is open to people meeting our mission and in 2017-18. It is very open and to be obtuse/inclusive of all types of people making a difference.

Sandy asked if on-air promotions will be used. Wayne is writing on-air pitches to send to Craig.

David said there is no limit to how many people anyone can nominate.

We have secured The Lintrollers, a party band "that knows 800 songs," according to Nancy. The event is meant to be a celebration. 2-6 on a Sunday afternoon. The food truck chef will be the food vendor, serving empanadas. Menu includes chicken jerk, grilled pepper and onion and caprese. Mini Cuban sandwiches, caprese spears, fruit tarts. Finger food. From Inside the Box, several large bowls of salad. Anticipating 150 people in attendance.

David said working group recommends \$35 per person ticket, with a sponsored table of 8 going for \$300. Day of event single tickets go to \$40. Hope to do 12 tables and 50 individuals. Total ticket revenue of \$5,350.

Known fixed costs are \$2,555, food costs \$1,460 for total anticipated costs of \$4,015. Expect a pre-auction profit of \$1,335, auction profit of \$2,000 for a total profit of \$3,335.

David demonstrated the online Google Sheet for keeping up with auction donation solicitations. Donation solicitation tools are on Basecamp, and John described the various Word docs that are on the site.

Laura Taylor in Development has been consulted to ensure that we do not solicit any WMNF supporters that would be over-asking from that group. She is on board and said we can reach out to anyone to donate auction items.

David said the working group now needs more help: Media & Communications needs 1, auction needs 1 more, day of event since Nancy is gone the week before the event (Carson and Sandy are volunteered for this), and the nomination process (July 10-18 lots of effort needed to cut the field and communicate to nominees, needs 2-4 volunteers from the board, Dottie volunteered). The cutdown field of 20-25 would each get some on-air recognition. Then three are chosen from that list.

Nancy mentioned that caterers are doing the food but are not doing the clean-up, so we need a clean-up committee. Also need somebody to take on decorations.

David said those who want to take on these roles can come to the next workgroup meeting on Wednesday at the station at 7 p.m.

- Underwriting from FLPB

David Harbeitner

9:01

We have an opportunity for underwriting via the Florida Public Broadcasting, David explained. The money came from Publix, and WMNF has had an interesting viewpoint of Publix because of the treatment of Immokalee farm workers. We have sponsor standards and David wants 3-4 board members to grapple with what the underwriting limitations are today, where they are headed, and come back with a more focused discussion.

Sandy, Craig, Lauren, and Wayne offered to serve. Stuart reminded people that this is an overdue discussion item and could be the focus of an entire meeting. Sandy said this could be the focus of the next Board-Staff Retreat in January. The group will report to the board in October.

- Immigration Policy – family separation David Harbeitner

9:14

Bob raised the issue in Basecamp this week and asked what our process is for the board to make an editorial statement about. He believes we need to speak out and have it on-air as a board editorial. Sandy said the NBSF policy says we don't do editorials, Policy 6.2.1. David said the board will take a look at that policy.

Motion that the board craft a statement as a board editorial on this situation, Immigration Policy and family separation, by Sandy

Seconded: Nancy

Passed by acclaim.

o Community Advisory Board David Harbeitner 9:19

The one area we are not doing well by our policy and CPB policy is in the Community Advisory Board. David said the board needs to step up with nominees for a CAB. It is no longer an ask but a request, two names to Craig. Nancy will contact folks nominated, they will be asked to be members and a meeting at noon at the station will be set for quarterly meetings. Craig will run the meetings, and that will fulfill our commitment to the CPB. The only qualification is you have to be a consumer of media and concerned with underreported stories in the community. Forward name, email address and phone number to Craig.

Finance Committee Report Sandy Wismer 9:24

The director of finances report shows over-budget on revenues by about \$44,000. Revenues are strong through eight months of the year, and expenses are under-budget as well. That led to further discussions of capital needs and possible re-prioritization of capital expenditures in the budget. It was informed by the IT inventory. [See full financial notes appended to end of minutes]

David said the board is very impressed by committee and staff work on the tech inventory.

Development Committee Report John Francis 9:29

A few events coming up, fliers for Street of Dreams, Sept. 10 at Ella's. Circle of Friends is August 14 appreciation at Red Mesa Cantina in downtown St. Petersburg. Board fundraiser is August 19. The initial Planned Giving Event is scheduled for October 23, after the fall fund drive. Katarina asked about some COF members she knows who have never been invited, and she was urged for them to contact Gene to ensure proper notification.

John urged the board to check out VuHaus and give any feedback, but he added the committee continues to struggle with how best to monetize the opportunity.

Technology Committee Report John Francis 9:35

Met late last week to focus on the tech inventory. That will lead into a little broader study of applications and mechanical systems.

Executive Session\* David Harbeitner 9:36

Motion to go into executive session to review minutes of the last executive session and for personnel reasons, by Sandy

Seconded David.

Passed by acclaim

Attendance Review David Harbeitner 9:44

Michael reported before meeting that all members are in good standing.

(PALS: Participation, Accomplishments, Listening and Scheduling)

Lauren Adriaansen 9:45

P=8.4

A=8.6

L=9.4

S=9.6



# MANAGEMENT REPORT

June 2018

Prepared by: Craig Kopp, General Manager

## **General Manager**

As of this writing (Friday 6/15/18), we stand at nearly 216,000 on our Summer Fund Drive goal of \$220,000. Since we ended the drive about a week ago at \$201,000, we have made up a lot of ground. We will certainly make goal sooner than later.

Randy Wind looked into past Summer Drive performances and that \$201,000 figure at drive's end has been pretty consistent the past couple of years. And we have always hit goal in the 30 days after. The Winter Drive certainly performed better.

Summer is a time of movement for lots of people and we are looking at next year's dates already to see if an earlier Summer Drive might perform better.

I think the drive sounded great and positive. But the pledges came in waves for some reason. Some shows did huge, the next show struggled. Some hours of shows did huge while other hours of the same show lagged. I, personally, stepped in on a show that only got three calls in its first hour and raised \$3700 dollars in the second hour. Randy had similar experiences. We are already making notes on how to train up programmers on better working through these kinds of up and down situations.

## **Programming**

Our May ratings have arrived and we are staying at a .5. That's not great but it is clearly better than sliding downward. Our Time Spent Listening is still way down from previous months. Mornings are still struggling. Middays are more than half of what they were a year ago. Our afternoons are holding a little better and our evenings are matching last year's levels. Our demographic spread again looks more balanced. That trend seems to be holding with 69% of our audience in the 35-64 range. A year ago 68% of our audience was packed in the 55-64 age group. The near doubling of our 35-44 audience has held now for three months. If this continues its good news for future audience growth. I will note that it has been several down books now for the other public radio station in town. So, there's that going on in the market.



## **Marketing and Outreach**

Last. Local. Radio. That's the message that went up on electronic billboards all over Tampa Bay at midnight 6/11/18 promoting 88.5 FM WMNF.ORG. When these things are lit up at night I swear you can see them from outer space. The message gets to the basics of what WMNF is – local, local, local. It's aimed at getting sample listening across all demographics. The electronics will be up for another week, then two weeks off and two weeks on through August. They rotate through all the boards in the region. There are also four well placed static billboards that will be up throughout the summer. The reach is pretty impressive.

There is a concurrent on-air education campaign for those drawn to the station by the billboards. They are short drops saying things like, "I was listening to folk music, now I'm listening to modern rock. Welcome to WMNF Tampa." They are playing twice an hour throughout the broadcast day. And we are mounting a social media campaign based around that. Also, we are working up a contest among the faithful to take a picture when they see the billboard and post it. #lastlocal.

Obviously, we will be tracking ratings and are hoping for a good spike from this campaign.

## **Engineering**

The tech audit has been completed by engineering. And, while I wouldn't call it a page turner, it is a pretty interesting read. (see attachment). It's fascinating to look at all we have to keep us operating, how old it is and what kind of shape it is in. This will play a big role in future planning.

By the way, it's also time to congratulate Chief Engineer Max Anduze, who is experiencing his first Father's Day after the birth of Briseis. Max is back at work so if you see him, congratulations are in order.

