

The Nathan B. Stubblefield Foundation, Inc.
Board Meeting Minutes
Date: July 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	T	
Carson Holton	X		Stuart Mellish	X	
Michael Bagby	x		Maria Trogolo	x	
			Dotty Stewart	x	

T – Participated by Telephone

<u>Agenda Item</u>	<u>Lead</u>	<u>Time</u>
Call to Order	David Harbeitner	7:19
Introduction of new BOD member <ul style="list-style-type: none"> o Maria Trogolo 	Stuart Mellish	7:20
Roll Call / Proxies Sandy has Letty’s proxy	Michel Bagby	7:21
Agenda review	David Harbeitner	7:22
Acceptance of items on Consent Agenda David Harbeitner <ul style="list-style-type: none"> o Committee Updates from Personnel (no meeting), Long Range Planning (no meeting), Bylaws (no meeting), Nominating (no meeting), Diversity – (no report) 		7:22
Motion to Approve: Sandy Second: Lauren Passed: Acclaim		
Visitor's Comments JoEllen Schilke Katarina Puric	David Harbeitner	7:23

Review/Approve Last Month's Minutes Wayne Garcia 7:24
Approved on Basecamp

*General Manager Report Craig Kopp 7:25
May 18 - June 18 Period: Ratings Plunge to .3
Public radio is down nationwide including WUSF.
WMNF online listening is up 115% from a year ago.
Website interaction is up.
Social Media interaction is up.
Presently, 11% of NPR listening is done through "smart speakers."
"Smart Speakers" is the new "radio."
WMNF will soon be available for Smart Speakers through our website which is now "secure."
DJs must improve their "formatics" by mentioning WMNF 88.5 FM, show name, and show host names regularly.
New "security key-in" is up and running. We are still waiting for correct part for interior door.
We are still having issues with disruptive people entering station or on the sidewalk.
Lauren A: There may be "best practices" regarding safety issues at stations like ours available.
*Report is attached.

President's Report David Harbeitner

JoEllen Schilke read the volunteer awards given at the Volunteer Party on Sunday, July 15.
Pictures of the party are all over social media and on the WMNF website.

- o BOD Fundraiser Working Group
Approximately 100 nominations have been submitted.
We have pivoted to ticket sales since the nominations window is closed.
Pamela: How do we add to the list of auction items?
How are we publicizing auction items and how are we going to hold the auction?
Will we have an "old school auction" or online at the Gulfport Casino through WIFI or Smart Phones?
We will have assistants with online laptop help for people who need it.
Nancy – Day of Event planning for volunteer needs: Tables are easy. Decorations should be minimal.
Simple flower arrangements. Caterer is putting logo on all dishes. A large room screen will have auction items. We will need a clean-up committee. Tablecloths/Plates/Forks is all we need. The board and volunteers must do all the clean-up. How are we setting up silent auction and person leading it? There will be lime and Kelly green tablecloths to match homegrown trees for each table. Dotteye – Maybe we can get Bonsai Trees for each table. How to dress? Party dress but it will be hot. Nominees should have something to attach to themselves indicating they are a nominee. Board members should also have some identifying feature. Every Wednesday at 7:00 p.m. - call in meeting till event August 19!
Auction Items: Reach out to your circle and ask – LOCAL items... some form of recognition will be given to places and people who donate. Each board member needs to do three items by August 1. We are welcome to do more than three. Use the "ask solicitation" letter created.
- o Immigration policy – Family Separation
We did not do an immigration policy PSA yet. The decision is not to create one at this time for this particular issue. Maria asked about the mechanics of creating a PSA – The board can take a political position but not the station. The board can advocate for issues but not candidates.
- o GM survey – All responses due by end of day Sunday July 22
Reminder to do the GM Survey NOW! Look for Lauren's email and Survey Monkey link.

Finance Committee Report Sandy Wismer 8:16
Report will be attached when Sandy sends it to the secretary.
We may be 50K in profit at end of fiscal year to offset 75K in capital expenses.
*Tampa Bay Community Foundation needs to OK our investment and socially conscious fund.

WMNF. Responsible for strategic planning. Establishes prudent financial policies, annual budget, annual audit, conducts planning retreats, approves personnel policies, style statements and programming policies. Participates in fund-raising functions of WMNF; approves non-budgeted expenditures over \$2,000.00.

*We go into Executive Session only when proper criteria concerning purpose are met or to review/approve the previous month's Executive Session minutes.

By: _____
Michael Bagby, Secretary

Approved by the Board on: _____

Prepared by: Craig Kopp, General Manager

General Manager

We received another down Nielsen rating in June. From May 18 to June 18 we received a .3. This book covered May 18 – June 18 so it covered the drive, which can cause an audience drop off. But this is a pretty harsh one. We are making sure that everything is in order with our Nielsen portable people meter system, just to make sure. I raise an eyebrow at this rating because our drive was successful, our online listening continues to grow and our website engagement continue to grow. That does not jive with such a dramatic drop in listening. We may be stuck in a bad pool sample, where PPM meters just aren't in the hands of people who listen. But that is pure speculation. Since this book ended as our billboard campaign began, we cannot see any results from that as this point. But, I am officially concerned and I have sat down with programming already to see if we can find something we are missing.

Meanwhile, our 2018-2019 budget process is proceeding. We presented a first draft to staff this past Wednesday and we worked through it line-by-line. This is, I emphasize, a first draft. Cindy Reichard and I are working on making some changes, both additions and subtraction. I do want to thank Cindy for her tireless work on this budget. She came up with 5 different drafts working with various scenarios I provided. This was beyond helpful. Decisions are still being made but a huge part of the process is complete. Now it's the fine tuning.

Programming

Randy Wind and I have already sat down to consider the latest Nielsen ratings, possible causes and possible remedies. We have already begun a formatics evaluation check on all shows to ensure we are doing the basics everywhere. This is different from the content and presentation reviews that are ongoing. Again, we have decided, at this point, that we cannot call this a trend since we were up in our May book. But a low like this is cause for concern and we want to make absolutely certain that things like call letters and dial position are getting the kind of repetition required. We haven't heard major problems but we want to make certain and spot check of one quarter hour in 6 daytime shows on Thursday found a lax use of call letters and dial position. With the billboard campaign in full swing, call letters and dial position are critical for anyone sampling our signal. An email has gone out to programmers and further measures are planned.

Marketing and Outreach

Last. Local. Period. Billboard campaign is in full swing. There was a two week run in June on electronic billboards all across Tampa Bay We are in the first week of a second two week run on electronic billboards and there is a third two week run to come in August. There are four big static billboards in high traffic areas that are set to stay up throughout the summer.

Don't Forget the Volunteer Appreciate Party Sunday afternoon from 2p-6p at Armature Works in Tampa. Volunteer awards will be handed out, as well as some good grub and rink. This is the time to thank the full which keeps WMNF going – our volunteers.

By the way, JoEllen Schilke's uncle died this week and she took off for New York Thursday for the funeral. She will be back in town late Saturday to take care of her Volunteer Party duties. Condolences are in order.

Engineering

The past couple of days there have been as many ladders in the building as people as the security system was being update. Lots of wires have been strung in places I don't think I knew wires were strung. As I write, all the codes are being entered into the new system. There are likely to be some hiccups but in the world we currently live in, this repair and update is worth the trouble.

Financial Comments

June 2018

Prepared by Cindy Reichard, Director of Finance

Revenues:

Total revenues are over budget projections @ 6/30/18 by \$6,855

Circle of Friends over budget by \$14,858 @ 6/30/18

Car Donations over budget by \$ 12,188 @6/30/18 has already exceeded our annual budget goal of 25K

Other Revenue over budget by \$5,000 @6/30 monies received back on 1st right of refusal on property next door.

Underwriting under budget by \$11,704 and VaHaus under by \$4,750

Parnassus had a gain for the quarter ending 6/30 of \$3,787

Special Events Net @ 6/30 is \$28,488 to budget of \$63,200 for 9/30/17

Expenses:

Total Expenses are under budget @ 6/30/18 by \$128,210

These line items contribute to the under expenses.

Advertising under \$23,526 this is timing will be spent on billboard campaign July & August

Bank charges under \$3,776

Dues under \$16,000

Contract Engineer under \$2,250

Insurance Expense under 8,068 this is due to timing.

Interest Expense under \$32,000 due to principal payments hit the balance sheet

Outreach under \$3,213 will be spent in July on volunteer party

Postage under \$3,050 timing

Printing under \$2,041 timing

Salaries under \$12,862

Broadcast Supplies under\$17,163 part will be spent by year end.

Utilities under \$4,231

Webhosting under \$3,298

Total Net Income ytd @6/30/18 is \$325,994 which is \$135,065 over budget at 6/30

Just a reminder:

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.

Grants:

DOE grant application has been released for 2018/2019 for 100K currently Laura Taylor and Cindy Reichard are working on the grant application due by 7/31/18.

We have received license and paperwork to proceed forward with enrolling all employees with CPB for the required Sexual Harassment training. All employees will be set up by month end and given 30 days to complete training.

Budget:

The budget process for 2019 is officially underway. The staff reviewed the first draft last week at staff meeting and will review 2nd draft this Wednesday.

Finance & Audit Committee Budget meeting Thursday, July 26th from 6:00 to 9:00 p.m.

Dinner will be provided. Please mark your calendars.