

The Nathan B. Stubblefield Foundation, Inc.
Board Meeting Minutes
Date: August 20, 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		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	7:16
Roll Call / Proxies	Michel Bagby	7:17
Agenda review	David Harbeitner	7:17
Acceptance of items on Consent Agenda	David Harbeitner	7:18
o Committee Updates from Bylaws (no meeting), Development (no meeting), Technology– (no meeting)		
Visitor's Comments	David Harbeitner	
o Volunteer Committee update	Katarina	7:18
Katarina, Cindy, JoeEllen		
Katarina: Put in budget – someone to run the pledge drive phone room.		
Lauren: Have conversations earlier regarding budget with Vol Com and the Vol Com needs next year.		
Sandy: There was no formal budget request. Find a staff champion to help include it in the budget next year.		
Cindy: Start thinking of possible budget items before May.		
Sandy: Train the daytime supervisors to fill the position with the setup we have now.		
Katarina - Events: Rock Painting at The Shuffle – Blannie Whelan – outreach fun event to generate interest in the station. Sept. 27 – PSA has been recorded on Events Page. Vol Com supplies the rocks and paints.		
Heartened by yesterday’s Homegrown Event. Volunteers showed up at a moment’s notice to pitch in.		
Sandy: Volunteers did a ton of the hard work in the kitchen.		

Cindy: Should we pay back the volunteers?

David: Offer to pay back Brad and Kay.

Maybe we can do some sort of mixer to get interaction between the volunteers and board members.

JoEllen: We've had board members and main volunteers at 620 in the past and maybe we can do that again.

David: Do we have an interest to set up something for volunteers and the board?

JoEllen: The 9/14 Open House would be a good place for this to happen.

Stuart: A Board/Volunteer Holiday Party may be a good way to start that interaction.

David: Who wants to volunteer?

Lauren and Stuart volunteered as a working committee to make something happen in regards to this.

Craig: We have seven WMNF events in September.

Review/Approve Last Month's Minutes Michael Bagby 7:35
Approved online

General Manager Report Craig Kopp 7:35
Report attached

Nielsen ratings bumped up slightly.

.6 overall – about ½ of this time last year.

Mornings – 6-7 no one is listening via Nielsen.

Started promos for mornings every hour every day for morning shows for next six months.

We market to our listeners because it works.

Generally speaking DJs are NOT doing formatics. Corrective action must be taken.

No fundamental change after DJs have been informed over the last few years.

Billboard campaign has been extended due to getting some freebies.

Ends on the 8/26. Summer rates are cheaper.

Circle of Friends Party was sold out. Great crowd and venue.

Our core audience remains strong.

The News Director is not trying to get news people to report what's happening every day.

Social media promotion needed for the news dept.

Letty: This sounds like insubordination.

Craig: It's a daily fight to get them to tell the rest of the staff what they are doing next.

All DJs need to do IDs, mention website, forward promote, play familiar and hotbox songs.

Social media can work a lot better when and if JoEllen knows what we are planning on doing.

Many have FB pages for strips. Some programmers are good at social media.

We need to promote so much more.

Now we are going to require it.

We are going to focus on 6 am to 6 pm weekdays.

Engineering mishap – AC problem - Got fixed under our maintenance agreement.

Lauren: Trends – Is this ratings drop a trend?

Craig: The sudden drop happened in April. Midday went from 1.7 last year to .3, .4.

We weren't hitting the baseline for our stream to show up in the ratings but now we are.

Only the stream is being counted... not the APP.

Nielsen #s indicated the stream was too low but now it is high enough to count.

Time spent listening dropped from three hours to one hour.

President's Report

David Harbeitner

- o Homegrown Heroes post-mortem

Julie, Cindy and JoEllen helped out a lot.

All the board members were present and active in making the event work.

Financially net over 12K on a budget of \$2500.

Auction - \$5800 - \$80 per item.

Julie will provide a run down on all of the auctions.

Only \$395 has not come in yet for auction items.

Craig: a big idea that was done right. Protected staff from being fully involved to keep it a board event until absolutely necessary.

Nancy: Honorees can become a permanent place on the WMNF website.

Sandy: What was the profit without board contributions?

David: Five board member bought tables. Probably 25% of the net was Board.

Lauren: Lots of the work we won't have to repeat.

How much labor and what are we not doing

Jamie: Different time of year might help? Between January and May?

Wayne: Many civic leaders were there; which is hard to put a value on.

JoEllen: One of her friends said this WMNF award was so much more meaningful than other awards – just being nominated. This cemented relationships with many people.

Cindy: One of the nominees was there and is now talking to Laura for underwriting.

Stuart: Building our brand is what this is about and we can build from that.

Katarina: Vol Com can help a lot more next time.

John: Board took ownership since it was the first time. Board members bought tables to make sure it was a success. Maybe next time the tables will sell a lot quicker due to the cache of the first time. Next time the board probably will not have to make so much of a contribution.

David: Tremendous amount of work. We will be better next time with volunteers and staff. We needed to prove we could do this. Now we can branch out for a lot more help next time.

Official Post Mortem: This Wednesday on the phone or the following Wednesday.

If anyone cannot participate let David know. This Wednesday phone call at 7:00 p.m.

We need to make sure we thank the donors.

Maybe post it online on the website. Include the program on the thank you notes.

Lori and Julie need to be involved in the post mortem.

Next time extend it on air to what we accomplished and what the groups accomplished.

Should some of our profit go to some of the non-profits involved? Wait till we have hard financials.

Some people did question raising money from an awards show.

How do we select the groups to give money to?

We are giving publicity to these groups that have been honored.

Letty: A special monthly radio show highlighting non-profit groups may be in order.

- Board editorial opportunities – Is there anything that needs to be on the air via editorial?
Get out the vote. Start the day after Labor Day. Let's do get the vote out editorials. We can also look at amendments to highlight. Issues: Property tax homestead exemption. Super majority tax amendment. Enemies of the people – The Press – take a stand. Pro First Amendment PSA.
We will wait till September for amendment opportunities.
Gulfcoast Legal Services – lawyers and bands opportunity fund raiser.

Lauren: DEVELOPMENT ANNOUNCEMENT: WMNF Anniversary Party - Street of Dream Ella's Americana Sept. 10. Board members have been asked to sell tickets.

Finance Committee Report

Sandy Wismer

8:34

Finance report attached.

25K payment to mortgage approved.

Over \$100K this year towards mortgage.

First motion:

25K toward mortgage principal

Passed by acclaim

Second motion:

Proposed FY 2019 Budget (version # 9pu)

2019 Budget

3.4% increase in revenue

4.5% increase in expenses

Negative 16K next year.

72K in capital expenses.

Capital expenses are not part of operating budget.

Special events net: 55K

Increases due to Salary and Contributions to 403b

If we get the grant for new boards we will pay for floor;

if not we will pay for new boards and next year floors.

Don't pay upfront for Razer's Edge.

Wait for Allegiant version – which is built for broadcast media.

Bottom line:

Operating 55K profit

72K in capital

22K loss

Motion:

This is the first reading and discussion is over.

Passed by acclaim

Diversity and LRP Committee Report Stuart Mellish 8:48

Building a Diversity Scorecard? No. We are changing our tack and redoing our approach.

How should diversity be incorporated into WMNF?

If not doing a scorecard then we have to come up with something different.

All are welcome to come to the meetings to talk about it.

Asking why and how it's important and how do we do it is essential. This is what we need to do.

Lauren: Laila A. may have contacts for "thinking" about diversity differently.

Nominating Committee Report Stuart Mellish 8:53

Michael Bagby's position is expiring. Vol Com is handling the election.

Five people are up for reelection John, Nancy, Stuart, Sandy, Jamie – October

Contact Stuart by THIS Friday, August 24.

Jamie is a youth seat and is NOT going for reelection.

Community Advisory Board Report Nancy Johnson 8:57

Craig is setting up a meeting for the end of this month.

We got fined last audit. The CAB is only concerned about news and public affairs.

David: We MUST hold these meetings. It's a compliance issue that must be addressed.

Executive Session David Harbeitner 9:00

Motion: Lauren

Second: John

Passed by Acclaim

Craig is excused
o Personnel matter

Leave Executive Session
Motion: Sandy
Second: Letty
Passed by Acclaim

Attendance Review Michael Bagby 10:00
All in good standing.

(PALS: Participation, Accomplishments,

Listening and Scheduling) Lauren Adriaansen 10:00
Average Score (15 votes each)
P: 8.6
A: 9
L: 9.1
S: 6.9

Jamie will be getting married! Congrats and here's a Bed Bath and Beyond gift certificate.

Next Meeting David Harbeitner 10:05
Sept. 17
Motion to adjourn:
Lauren
Second: Nancy
Passed by acclaim
Adjournment David Harbeitner 10:08

THE BOARD'S ROLE

Governs the NBSF, which protects the FCC license, building and equipment, goodwill; employs staff. Establishes the mission of 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: Monday, September 17, 2018

MANAGEMENT REPORT
August 2018

Prepared by: Craig Kopp, General Manager

General Manager

The Nielsen results for July have arrived and WMNF took a small bump upwards to a .4. Randy Wind has an analysis later in this report.

My own analysis identified several potential weaknesses that we have begun targeting. The first is our morning listening. We begin weekday mornings at 6a with so few listeners that they don't reach the Nielsen threshold to be counted. The rest of the mornings average a .2.

We have immediately begun a generic promotional campaign in the afternoon and evening hours for our weekday morning shows. This campaign will last for 6 months. Then we will target other dayparts.

If we don't start the day stronger it affects all other day parts. The mornings are our focus now.

We have also been evaluating all Monday through Friday 6a-6p programmers for formatics using a very simple metrics evaluation sheet for a randomly selected 25 minute time period:

Expectations for a 25 minute period (these are minimums; you may exceed these expectations)

Programmer:

Date:

Time:

3 IDS live, recorded or sweeper (every time the mike is opened)

1 website mention as part of the ID

1 Show name/your name

1 Forward promotion

1 Hot Box song

2 Familiar songs

Breaks under 90 seconds

Comments:

These evaluations have been very revealing. Some programmers have responded positively and instantly to this snapshot of how well they are covering the very basic requirements of show performance. The evaluations will continue to quantify how well programmers are performing basic formatics and corrective actions will be taken until all programmers perform the basic requirements.

The Last. Local. Radio. Billboard campaign ends Sunday night August 19th. We did see a tenth of a point bump in ratings over the July period. Our current thinking (Marketing Director JoEllen Schilke, Program Director Randy Wind) is that we got much better results from a one month saturation campaign than this three month more limited approach. We hit the same number of eyeballs but the buzz and awareness did not seem to be the same. That's qualitative reaction, however, and – as you will see in Randy's ratings analysis, we are being successful in changing our demographic distribution.

There is no question, however, that ratings indicate we must continue to heighten our market awareness.

Programming

The following is Program Director Randy Wind's comments and analysis of the current ratings situation:

I prefer to focus on the 13 month averages to get a more accurate picture, more samples equals more accuracy.

The 13 month averages give us:

.6 rating

73,800 metro AQH

8% 35-44

20% 45-54

52% 55-64

8% 65-74

We have not completely solved the aging issue but we have made significant progress in attracting more under-55s.

The only problem with using these averages is July - October 2017 we were much stronger, the last four months weaker. The main reason is lower TSL, ranging from 2.45 to 3.0 last summer and dropping to 1.15 to 1.30 recently. By the way, the slight increase in TSL, from June to July from 1.15 to 1.3 took us from .3 rating to .4. The Cume actually went down. Shows you how important TSL is.

Some of the numbers make NO sense. Monday 6/25 is the biggest listening day of the month. Monday 7/2 is the tiniest listening day of the month. Hard to draw conclusions.

I look forward to seeing the Total Survey results which we get twice a year. Usually this takes our Cume up 35% or so and the AQH up a lot more - because the listeners outside the metro area listen more, much bigger TSL - at least it has been that way in the past.

Randy

Development:

The WMNF Circle of Friends Party was held Tuesday evening August 14 from 7p to 9p at the Red Mesa Cantina in St. Petersburg. Development Director Laura Taylor sent me this update:

The Circle of Friends party was by all measures a success.

We had a room capacity of 150, and had 20 people on the waiting list as response to the event was almost overwhelming. But Gene, Justin and I were either able to get them into the party or satisfy them with a WMNF t shirt or concert tickets.

And what a party it was.

We have held several over the years. They have all been nice and meaningful, but there was a certain joyous spirit and atmosphere to this one. The venue was more upscale then we have been using. To a person each member who entered lavished Gene and me with praise about the station. Once they entered the party, they were treated to a free drink and progressively passed small plates.

Stuart and Amanda did a great job with the music and emceeing.

Craig gave a moving speech about the importance of our members support.

We look forward to elevating the event next year as we have requested more money in the budget to treat those who compose a third of our donor base!

Marketing and Outreach

Marketing Director JoEllen Schilke and I have been feverishly trying to up social media and on-air show promotion. We have been aiming our efforts primarily on Monday through Friday 6a-6p and, in particular, the News and Public affairs block from 9a-2p. I will have to admit that the first month's efforts have been frustrating. NPA programmers have not, as a whole, responded to requests for promotional information. And few mount their own efforts to promote on social media, which we can then cannibalize on other platforms. We are working on it.

Engineering

Max Anduze spent a week of this past month in an area that rivals even WMNF for engineering challenges – Puerto Rico. Max was on his home island a few weeks before they finally declared all power has been restored. When Max was there, he found the main town's one stoplight inoperative and described driving through it as “an adventure.”

On the home front, the hotter the weather, the more challenges facing the air conditioning unit. We had one day of less than optimal cooling but Carrier came and corrected the problem under the maintenance agreement.