

WFHB BOARD OF DIRECTORS
BOARD AGENDA for June 22nd, 2015
Hooker Conference Room #245, City Hall
201 N. Morton St., Bloomington, IN

- I. CALL TO ORDER ATTENDANCE OF BOARD MEMBERS
 - a. (Meeting called to order at 7:04pm) Present: Cleveland Dietz, Maria McKinley, Sarah Ryterband, Joe Estivill, Sheryl Mitchell, Sarah Borden, Louis Malone, Pamela Davidson, William Morris, Kelly Wherley. Guests: Darin Bagley, Claude Bagley.
- II. REVIEW / APPROVAL OF MINUTES
 - a. April Minutes: Sarah Borden moves to accept, Sarah Ryterband corrects (Geoff Grodner spelling), Pamela Davidson was present at meeting, Pamela Davidson seconds with these corrections. Motion Passes. April minutes approved
 - b. May Minutes: Sheryl Mitchell moves to accept, Sarah Ryterband requests clarification on NFFS [non-Federal financial support] Louis Malone seconds. Motion Passes. May minutes approved.
- III. BOARD OFFICER ELECTIONS
 - a. Board President: Kelly nominates for Louis Malone, Maria seconds. Louis accepts. Motion passes. Congratulations, Louis!
 - b. Board Secretary: Louis Malone nominates Kelly Wherley, William Morris seconds. Kelly accepts. Motion passes. Congratulations, Kelly!
 - c. Board Treasurer: Pamela Davidson nominates Sarah Borden, Sheryl Mitchell seconds. Sarah accepts. Motion passes. Congratulations, Sarah!
- IV. GENERAL MANAGER'S REPORT
 - a. Advertising and Promotions
 - i. Our media sponsorship of the John Hartford Memorial Festival was a great success and led to them inviting us to be more of a factor in the planning and execution of next year's festival. I believe we were also in the programs for Monroe County Civic Theater's Shakespeare in the Park.
 - ii. Jim Manion met with organizers for the Wounded Galaxies Festival to explore co-sponsorship of that event.
 - b. Community Relations
 - i. Jar Turner represented WFHB as DJ at the plaza party for Ivy Tech Community College's centennial celebration. Ben Arvin will be DJing an event on WFHB's behalf for LifeDesigns on July 7.
 - ii. WFIU operations director Will Murphy met with Cleveland and had a pleasant and productive meeting this month. They left with the idea that they would meet again soon, possibly monthly.

- iii. Jim Manion met with Blueline Gallery about filming in-studio for us. They're particularly interested in filming Firehouse Sessions. This was a follow-up meeting from months back. Earlier meetings centered on them filming in the big production room at the station, but an experiment in doing so when Iron and Wine was performing proved that it was not the right environment.
 - iv. Long-time WFHB collaborator Bellwether Manufacturing is shutting down.
- c. Fundraising
- i. Acoustic Roots Festival 2015 was attended by an estimated 114 paid attendees for a net profit of \$2,629.47. This is well below the estimated attendance and profit that was given at the last meeting. We've identified several possible factors for this including, but possibly not limited to: Ticket pricing, the Memorial Day weekend, and the length of the event. The crew is still trying to get a debriefing meeting done. Cleveland can say with some confidence that next year's Festival will be different, though it remains to be seen how. A non-financial benefit this year was building or building on our relationships with several other entities: Visit Bloomington, John Hartford Memorial Festival, Forecastle Festival, The Bluebird Nightclub, Springhill Suites, Lochwood Catering, Chocolate Moose, NUVO Weekly and Uel Zing Coffee. The Firehouse Follies on June 7 made a net profit of \$839.59 with an estimated 66 – 88 paid attendees.
 - ii. Lotus Fund Drive began June 18 when the mailer arrived in the more than 200 mailboxes of previous supporters. Radio spots began June 20. Emails will go out at several points over the five weeks of the drive. Our budgeted goal is to sell 100 weekend passes. Last year saw the worst performance that this Drive has had with 110 passes sold. During the two years prior, we sold 152 and 150, respectively. The dip last year was likely due to Lotus Festival tickets being available to the public for three weeks before our drive started. We have adjusted this year and will finish the entire drive before Lotus Festival tickets are released to the public on August 1.
 - iii. Dorothy contacted or followed up with the following potential underwriters: Baked! Of Bloomington, Kleindorfer's Hardware and Variety Store, J & S Locksmith, Goldcasters, Sahara Mart, Bear's Place, Orange Leaf, Lola LaRue, Plum Creek Antiques, BeeHive Homes, Not Just Rugs, Bloomington Clothing Company, Blooming Paws, Etc. for the Home, Joseph's Shoe Repair, Panera Bread, Scotty's Brewhouse, Blue Heron, JW Jones & Company, Vega Stylista's Foxhole, Hobnob Corner,

Brown County Weavers, Wild One, Village Chiropractic, Mike's Dance Barn, Bloomington Cleaners, Southern Indiana Workwear, and Lucky's Market. Beth Moses also contacted or followed up with several businesses.

- iv. Michael Lindsay Photography and Video (\$3,500) and Ivy Tech Community College (\$1,680) are probable renewals.
 - v. The Corporation for Public Broadcasting raised the NFFS threshold for the Community Service Grant beginning FY16 and ratcheting up through FY18. During the last cycle, we learned that we had been re-categorized by the agency as a Radio Level D station from Radio Level B Non-Mass/RASS the previous year. This change occurred as a result of our passing the \$200,000 mark for NFFS revenues. When we apply this October, we will not be over \$200,000 in NFFS revenues, but we will pass the \$175,000 NFFS threshold for Radio Level B Non-Mass/RASS, so hopefully we will move back into that category and we will not need to have another audit done. Cleveland has sent an email to Andrew Charnick, CPB's radio liaison, to confirm. He also asked him if moving to Level B Non-Mass/RASS from Level D would impact the total dollar value of the grant. No report as of these minutes.
 - vi. We are also exploring opportunities through the Duke Energy Foundation, the Sophia Travis Social Services grant, and SCI REMC.
 - vii. People now have the option to donate their used vehicles to WFHB. We have an ad on our homepage and radio spots running in support of this new gift option.
 - viii. We are now charging for select programs on the Public Radio Exchange.
 - ix. We are in talks with Community Access Television Services (CATS) and the Monroe County Public Library to increase the fee for producing CATSWeek from \$10,000 to \$12,000, which library management is amenable to doing. A vote by the WFHB Board of Directors and the Library Board of Trustees will become necessary as we work to get an active memorandum of understanding between the two agencies again.
- d. Facilities and Operations
- i. Jeffrey Morris did a fantastic job orienting people to the new digital console, dedicating more than 20 hours to training WFHB's paid and volunteer staff. Only 16 of the more than 100 people who needed to know how to use the new board have not attended orientation. Seven of them have gotten in touch with Jim Manion about alternative training.
 - ii. Jeffrey also did the bulk of the console installation, with help from Dan Withered and Jim Lang. It really cannot be overstated how important Jeffrey's contribution to this effort was. Jim Manion and Joe Crawford

worked together to work out the “automation” for the week, and Dorothy Granger informed all underwriters that we were taking them off the air for the week and giving them a week at the end of their contracts. Jeffrey will be in the station Saturday, June 20 when we go back to air to ensure we do so smoothly. After that, Cleveland expects some bumps over the next few weeks as folks adjust to the new board.

- e. Personnel Management
 - i. David Murphy is coming up on 3 months since his hire and will be reviewed soon. Dorothy Granger is past due for her 6-month review; Jar Turner, Jim Manion, and Jeffrey Morris are past due for their annual reviews. Cleveland needs a Nominating and Personnel Committee buddy to help with the review process.
 - f. Policies and Compliance
 - i. The Policy Committee continues to work on a new operations and procedures manual, and we learned at the Annual Meeting that some items in the bylaws probably need to be revised to be made clear.
 - g. Other
 - i. Mike Leonard wrote a great piece for his Bloom Magazine editorial this month about the passing of Steve Thrasher. Cleveland encourages anyone who knew him to read it if they haven't already.
- V. DEVELOPMENT DIRECTOR REPORT
- a. Dorothy is working with Cleveland Dietz and Tracy Johnson (focusing on outside of Bloomington area) and Beth Moses
 - b. Recent contacts: Bloomington Open Studios Tour (secured), Bloomington Clothing Company, Blooming Paws, Etc. for the Home, Bloomington Clothing Company, Sahara Mart, Joseph's Shoe Repair, Panera, Scotty's, Blue Heron, JW Jones & Company, Vega Stylista's Foxhole; Hob Nob, Brown County Weavers, Wild One, Village Chiropractic, Mike's Dance Barn all in Brown County; and Visit Bloomington (trade)
 - c. Underwriting meetings past two weeks included: Bikesmiths, Baked, Kleindorfer's Hardware, J & S Locksmith, Goldcasters, Sahara Mart, Bears Place, Orange Leaf, Lola LaRue, Plum Creek Antiques (Nashville), BeeHive Homes (opening in August), Not Just Rugs, Buskirk-Chumley (trade), Bloomington Cleaners (no), Southern Indiana Workwear and Bender Lumber
 - d. Beth Moses contacted/followed up with C3, Griffin Realty, Hair International, Taste of India, Chocolate Moose, Twisted Limb, Blu Boy, Comfort Keepers, Cardinal Spirits,
 - e. It was suggested that I clarify the steps involved in underwriting process. It is not just a one call thing. For example: Initial meet with Karen Pitkin on March 07, 2015, email follow-up week of 14 March for draft copy proposed, next touch in

mid-April just inquiring, face-to-face early May just checking in, response in mid-May from Karen apologizing for no response, draft contract proposed 19 May, then back and forth for another 10 days until finally contract signed and \$1,300 underwriting check received on 29 May 2015. This whole process took over two months and many touches. Sometimes a process might involve another person who also makes contact or an appeal. Never is it a one-touch process.

- f. Other items:
 - i. Prepared list of 200 donors to receive Lotus ask; letters out week of 15 June 2015; website updated for
 - ii. Thought we were finished with data clean-up for Bloomerang before, but really think we're done with it all now; Cleveland verifying data and will be working on creating "donate" links (can't use current system without additional programming, not provided by Bloomerang)
 - iii. Firehouse Follies was a great show this month! AND we netted \$859.
 - iv. We contacted all current underwriters regarding no live on-air underwriting spots for last week and offered additional one week to contract run for the inconvenience.
 - v. ARF was dedicated to Steve Thrasher; many donations coming in to WFHB in Steve's name and in Anson Shupe's name as well.
 - vi. Now accepting donations of used cars; notice into on-air development rotation and link on website. WFHB does nothing as everything is handled through off-site business. Should someone donate a car/RV/whatever WFHB receives a percentage of the sale. Waiting to have someone, anyone donate a car to verify its ease for donor.
- g. Pamela Davidson remarked how impressed she is with the amount of activity that has been going on in the fundraising/underwriting department.

VI. COMMITTEE REPORTS

- a. Executive Committee
 - i. Didn't meet.
- b. Finance Committee
 - i. Finance Committee discussed the station's cash position. We discussed several strategies to improve this situation over the course of the year. They talked about Lotus Fund Drive and how sales have compared to previous years. They discussed project grants as well as the Acoustic Roots Festival. ARF did not perform as well as was expected as we volleyed several ideas how we can improve and tweak the event to make it more inviting to everyone and generate more money. Cleveland was pleased with the degree to which we created a festival atmosphere and the execution thereof. The committee also discussed strategies for collecting moneys that have been owed to us for some time. Pamela

Davidson requests a note here to reflect the fact that we have not touched the line of credit afforded to us through German American Bank.

- c. Policy Committee
 - i. Meeting July 13th.
- d. Personnel Committee
 - i. Going to meet with Cleveland to talk about reviews and other work they'll be doing in the near future. Nothing other to report other than the fact that we had a successful election during the annual meeting—Pamela Davidson and Louis Malone were re-elected to the board, Tom Henderson was newly elected to the board. Their terms will expire in June 2018.

VII. NEW BUSINESS

- a. Committee Assignments and Approval
 - i. Sarah Ryterband moves that Executive Committee consist of the officers of the board and meets at least monthly (usually with the GM who is a non-voting member of the executive committee), Sheryl Mitchell seconds. Motion passes.
 - ii. Board Committee Assignments discussed and agreed upon:
 1. Kelly Wherley: Executive, Music.
 2. Louis Malone: Nominating and Personnel, Finance, Executive.
 3. Sarah Borden: Finance, Executive.
 4. Pamela Davidson: Finance, Fund Development.
 5. Sarah Ryterband: NPAC, Nominating and Personnel
 6. Maria McKinley: NPAC, Fund Development, Nominating and Personnel.
 7. Sheryl Mitchell: Fund Development, Nominating and Personnel, Music.
 8. William Morris: Music, Policy.
 9. Tom Henderson: (To be decided later, but Policy could be a good fit.)

VIII. OLD BUSINESS

- a. Budget
 - i. The board discussed the budget earlier in the meeting but a few questions were addressed along with other ideas as to how we can increase our revenue.
- b. Dave Rollo and Andy Ruff Deer Cull complaint:
 - i. Sarah Ryterband looked into the complaints registered by the two councilmen and found that the coverage was balanced. Another lengthy conversation was had concerning this issue and, ultimately, programming is not under the board's purview. Continued, constructive

talks with the News Director are going to be the best course going forward to address these issues.

IX. SUMMARY OF MOTIONS MADE AND PASSES

a. Meeting Minutes

- i. April Minutes: Sarah Borden moves to accept, Sarah Ryterband corrections (Geoff Grodner, NFFS clarification), Pamela Davidson was present, Pamela Davidson seconds with these corrections. Motion Passes. April minutes approved
- ii. May Minutes: Sheryl Mitchell moves to accept, Louis Malone seconds. Motion Passes. May minutes approved.

b. Board Officer Elections

- i. Kelly nominates for Louis Malone for board president, Maria seconds. Louis accepts. Motion passes.
- ii. Maria McKinley nominates Kelly Wherley, William Morris seconds. Kelly accepts. Motion passes.
- iii. Pamela Davidson nominates Sarah Borden, Sheryl Mitchell seconds. Sarah accepts. Motion passes.

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