

WFHB Board of Directors Meeting

December 19, 2016

Minutes

6 PM

Closed Session – For interviewing and election of new Board President

6:35 PM – Started Recording

Attendance: Jerry Stern, Sarah Ryterband, Julie Thomas, Pam Davidson, Jean Hollinger, Jar Turner, Emily Jackson, and Sheryl Mitchell.

No members of public present.

Tom Henderson moves to approve November minutes (as amended). Sarah Ryterband seconded. All said aye – motion passes.

Emily Jackson is the new Board President.

Board President (Jerry Stern to report):

Ratification of new by-laws – status – Survey Monkey to be used for voting after list of Participating Member e-mail addresses is identified.

GM Report: (see attached)

Should go to all donors? (75% of all giving happens in December).

Jar will send out an e-mail via Bloomerang to all donors.

Jar will check with Dorothy Granger about adding ACH donors, and not sending them “lapsed donor” letters.

Received the grant from the MLK Foundation. Let students and teachers involved know when their interview audios will be broadcast.

YSB (was part of the grant that got us the new board for the on-air studio).

March 5th, Firehouse Follies.

Jar will be the bookkeeper for the station – Jerry Stern, the treasurer, will be a second set of eyes.

Jar wants to reform the volunteer committee. Currently, Sarah is doing it all by herself.

Jean Hollinger is willing to help Sarah. Sarah's lease is up in May, she will be gone in June.

Jar wants to offer training sessions for DJs, Engineers, Production Assts., and so forth.

Need a tech committee to have a meeting about Pongo.

Executive Committee – Prepared tonight's meeting agenda.

Finance Committee – Jar will ask the ACH people about getting the missed payment.

QuickBooks – Current status and plans.

\$50, 600 payment received from CPB during December.

Cash Flow projection – current cash, and line-of-credit balances.

Underwriting Status.

Policy Committee – Staff bonuses for the second week of January.

Sarah Ryterband moves to create a “Tech/Web Committee”. Jerry Stern seconded. All said aye – motion passes.

Facilities Committee – Did not meet.

Community Advisory Board (CAB) – Meets tomorrow, December 20, MCPL Room 214, Board of Directors may attend as members of public.

Other Committees:

Tech (website, logo).

Development

Nominating and Personnel

HD Committee – Chair? - Steve, Tom, Jim Manion

Old Business:

Discussion of consulting project website analysis – underwriting “button” (with Underwriting Kit attachment), improving user friendliness.

Old/New Business:

Publicity/Listenership – Discussion of the following in light of Listenership study:

??Development Committee??

...or a new Promotion Committee (perhaps a sub-committee of the Development Committee) – note: Publicity/new release intern.

Rich Fish e-mail: 10/10/16. IDS story on WFHB's local music benefit was picked up by Google News. Suggested getting someone (not Jar) working on a regular stream of press releases.

WFHB promotion to students – Ideas from Pam Davidson

Campus fairs

Downtown advertising

Link promotions for specific departments to present a more personal impression for students

Student groups/committees/clubs

WFHB promotion in general – WFHB buttons for Board Members

Listenership Expansion -

The growing Asian market

Actively recruit Korean and/or Mandarin speaking volunteers

Focus more on internet market, more effective streaming.

Music and News – Maximize local focus

New Business:

Tom Henderson research project

Board terms – theory is 3 years

Someone should look at the list of Board Member terms, and make a proposal.

Sarah Ryterband moved to adjourn the open meeting. Julie Thomas seconded. All said aye – motion passes.

Stopped recording at 7:46 PM.

Closed session – Possible bonuses for staff

Meeting began at 7:48 PM.

Meeting ended at 7:55 PM.

Actions taken:

Approved November minutes

Emily Jackson is the new Board President

Created a Tech/Web Committee

Upcoming Board meetings – 6 PM, Mondays:

January 23

February 27

March 27