

WFHB BOARD OF DIRECTORS  
BOARD MEETING AGENDA for Monday July 24, 2017, 6:00pm  
Hooker Conference Room #245, City Hall  
201 North Morton Street, Bloomington IN

- I. START RECORDING MEETING 6:00pm
- II. CALL TO ORDER, ATTENDANCE OF BOARD MEMBERS  
Present: Jerry Stern, Tom Henderson, Sarah Ryterband, Pamela Davidson, Jean Hollinger, Julie Thomas  
Also present: Jar Turner  
Absent: Emily Jackson, Sheryl Mitchell  
Guests: Two
- III. OPEN FOR PUBLIC COMMENT - None
- IV. MINUTES
  - May 2017: no comments: Tom moved approval, Jean seconded; unanimously approved
  - June 2017: Jerry – clarified in Treasurer’s report unreliable numbers related to issues with Quickbooks. Also, Jerry’s conclusion is now that our anticipated income will be \$15k, not the higher amount stated – this is due to issues with Quickbooks. Tom moved to approve minutes with Jerry’s amendments, Sarah seconded. Unanimously approved.
- V. REVIEW / APPROVAL OF MINUTES FROM APRIL 2016 MEETING
- VI. REPORTS
  - A. Board President Report
    1. Board planning meeting on 8/3, 1-5 pm in MCPL room 2A
  - B. General Manager Report: Jar
    - Jar distributed GM Report
    - NFCB was a great meeting, shared concerns and frustrations with others in the same business.
    - brought bumper stickers from other stations, including new WFHB Brown County bumper stickers. We have a \$3k credit with the printer, will have t-shirts made
    - Fund drives are focused on large amounts of money, but in between it would be great to sell merchandise. Sarah and Pam noted that 4<sup>th</sup> St Art Fair won’t allow sales of merchandise except by artists.
    - NFCB – large conference – hopefully we can become a member by next year. There are resources on their website and the contacts are valuable.
    - Some programs at NFCB were held simultaneously, so another person to attend for WFHB would be helpful
    - Lotus Tickets - Showed Board the postcard for Lotus tickets. A total of 150 to sell. An email blast is going out tomorrow. We can sell up to 150 tickets, but we don’t lose

money if we don't sell all 150.

- Homecoming weekend for E-town? – Booker T will hopefully be playing. He is an IU alumni. Working with Jim on that.

- Jar will train staff on automation software next week to deal with issues we have had with iTunes. Plan is to have everyone trained by August 15, but this may change. Staff will be trained this week, volunteers next week.

- Next Wednesday, Sarah and Jar will meet with Rock at Rhinos about the future of youth radio. Rock is trying to find a way to fund it. Cost is \$6k / year for staffing. Jar will suggest that we cut the program's length from 4 hours to 2 hours. Currently Harmony underwrites the cost of the staff. Sarah: Harmony lost credits to help pay for this, but they have them back.

- 20 hours from Ivy Tech intern in addition to IU Cox Scholar who is booked in for 8-10 hours/week. One will be a membership manager, honoring memberships, following up with premiums. The other will focus on underwriting and increasing business support.

Pam: It would be great to show the membership intern the database

-Jar: Would like to move away from Boomerang to Sales Force. Sales Force is more versatile. Sarah: suggests taking it to Development Committee and then bring it back to the Board. Tom asked about data migration, noted the importance of security related to the data.

- Development committee meets at 4:30 7/25 @ Stefano's

### C. Finance Committee Report - Jerry

- Based on banking information, the months that we have fund drives and when we receive CPB money we are profitable and this carries over to other months.

- Chart that shows what will happen if we don't raise revenues beyond previous levels. Starting in December if we did not have CPB funding, we would draw on credit line, but would run out of money in April. (April fund drive would be used to pay off line of credit).

- Pam: WTIU breakfast on Sunday – CPB funding has come out of the Appropriations committee – the funding is there, but WTIU is concerned about the structure.

- Sarah: How likely is this?

- Jerry: It is on the Congressional Agenda to eliminate CPB. It's a greater than 1% chance this may happen

- Tom: I agree there is a small chance CPB would be cut and we should be prepared for it. Because it is such a small chance, we should focus on other revenue streams (underwriting revenue, etc.).

- Sarah: we understand that this is an on-going issue. She is concerned the e-mails are too alarmist. We know we need to raise money and this is how we manage the organization. This has never been a flush organization, our equipment is old and needs to be updated, etc. Last month we talked about how we don't need extensive financial reports at each Board meeting

- Pam: Even if CPB is appropriated, it can still be cut. We need to consider other streams of revenue: production, rental, etc. Our costs are low.

- Jerry: If CPB is eliminated, we would have just a 4-month notice. We should be prepared for the worst-case scenario. We all know we need to raise more money. I caution against trying to do much more than we have done in the past. I am not suggesting we need to (or even can) put in more effort during the fund drives.

- Sarah: Let's turn this over to Development Committee
- Jerry: we need to have \$56k more in revenues than in the past, IF CPB funding disappears
- Tom: That 56k differential can be as low as \$36-\$40k with in-kind but also a reduced outflow in cash, reduced expenses plus in-kind will help bridge the gap.
- Jerry: the \$56k assumes we are saving \$5k in audit costs
- Pam & Jerry – in-kind is great, but we need cash.
- Jean – we now have \$16k not \$42k as originally thought
- Jerry: We can make up \$16k if CPB is cut off (\$72k), try to avoid conflating in-kind donations with cash revenue issues.
- Analysis of how far we are from CPB threshold: For a 12 month period (with 2016's July-September numbers hold in 2017), we will be \$70k short of threshold. Making the threshold by the Fall is not realistic, but we need to raise revenue. We should not put effort into in-kind when we should focus on raising cash.
- Jean raised the issue at the Finance Committee meeting that we may be able to pull together in-kind income for the next CPB term.
- Qucikbooks – reconciled through February
- Pam – this was the date reported last month
- Jerry: since last month, Jar sat down with Stampfli to learn how to manage the erroneous entries.
- We will need to decide on a course of action regarding the next audit. Will discuss in "new business"
- Suggestions came up regarding Development, these are in the minutes
- Julie: we did discuss the importance of having Development Committee information at our Finance Committee
- Jar – I usually add Development information to my report, do you want a separate report? (unanimous "yes")
- Sarah – I would like reports from committees posted on Slack the Friday before our meeting.
- Tom: We would like a cost-analysis of the time it takes for underwriting. Perhaps adding a prime-time premium, multi-tier package, etc. This is a liaison issue between Finance and Development. If we employ others to work as underwriting developers, we need the same information to each person selling the sponsorships. Think about how to optimize underwriting revenues, our rates are cheaper than WFIU. We can only sell so many slots.
- Jerry – suggests Doug, Tom and Jar meet, bring a summary / report
- Jar – having three options to present to customers helps sell packages.

#### D. Other Committee Reports

##### - FACILITIES COMMITTEE – Tom:

ADA upgrade for entrance to station completed this weekend. Dan, Steve, Jim and Tom worked on it.

During this time, 91.3 went down – AC unit on Rockport Rd transmitter went down. The AC unit was replaced. The downside led to the discovery that we do not have sufficient redundant equipment to deal with issues/problems. Would like \$2k to purchase spare equipment for 91.3

Somehow we did not pay our license to transmit HD. Cost is \$750

Work in progress in expanding our signal reach. We are competing with powerful transmitters in Vincennes and in Kentucky. We could turn up our power and reach more people. This may impact the CPB funding allocation – if we increase the reach of our audience the threshold may increase from CPB. First step is to engage with stations in the area, then an Engineering report (cost is up to \$2500). Would need FCC OK to increase our power. Jean: How long to complete an Engineering report? Tom: 2 to 3 weeks.

CPB Conference in December in Washington DC – would like Jar to attend to understand formula shift if we increase our broadcasting range. 25<sup>th</sup> Anniversary: Increase our Reach. It may be a good theme for our asks. Jean: Cost to attend? Tom: not too expensive as CPB – funded organizations are not wealthy.

We have to decide as a Board whether we can provide the programming that will entice new listeners to become members. WFIU has affiliate members across the state.

Jerry: I will be happy to look at the CPB rules and contact people there to discuss this issue:

Tom: There are 4 possibilities which will expand our reach but impact our station/ revenue.

Jar: I attended a CPB seminar. There was a radio station manager that lost funding – they raised their tower. Jean: were they able to reapply? Jar: yes

POLICY COMMITTEE – Did not meet

PERSONNEL / NOMINATING COMMITTEE – Did not meet

TECHNOLOGY COMMITTEE – Did not meet

NEWS / PUBLIC AFFAIRS –Tom:

- Joe Crawford explained transition process
- News / Public Affairs handbook – each Board member will need to sign that they have read the booklet.

VOLUNTEER COMMITTEE – Jean:

- 4<sup>th</sup> of July Parade – walked with t-shirts
- Potluck dinner last night at Bryan Park -
- Potluck dinner July 4<sup>th</sup> – 50-60 people attended – it was noted that Board members should try to attend these events
- Jen and Cindy have been conducting orientations on the first Wednesday every month

## VII. OLD BUSINESS

91.3

98.1 – redundant equipment for 98.1 is different than 91.3; the equipment will need to be updated on 98.1 in the future (not needed now). Jar had inquired about a generator for downtown. The cost will include rewiring station, the generator, fuel for the generator, installation of system and exhaust, permits, training staff

## VIII. NEW BUSINESS

Jerry: Finance committee / Development – discussion of Fundraising at August meeting. Laura Hayden's fees for helping with Quickbooks (\$11k in last year paid to Stampfli). There are 4 levels of audit

- Certified – we are required to do this as we meet CPB threshold. We are not going to meet the threshold this year.
- Lowest level: CPA firm not involved. The Board can report on a statement of activity (Quickbooks) but it does not take into account certain adjustments (depreciation, etc.). This would be without Stampfli oversight. If we are later audited by the CPB, and they see what they call improprieties, we can be fined.
- Compilation – Similar to a Review, but an assurance is not issued (\$1-2k cost).
- Review – Similar to an audit except that there are fewer tests for fraud, they don't look at large invoices, etc. They make limited assurance that there are no material modifications.. \$2500-\$3000

Tom – since we won't meet threshold – it seems we don't need a Certified audit. If we choose the Review, the cost may be higher

Jerry – the cost can be higher if there are problems with Quickbooks. We can save money over time – less help with Quickbooks and a lower-level audit (not Certified).

Stampfli will need to know soon – he will need to schedule us in.

Jean – Planning meeting on the 3<sup>rd</sup>? General agreement among Board members.

Jerry – has included in the minutes from the Finance Committee meeting and a charts showing different costs for varying levels of audit.

Jean – we have not yet discussed a Budget –

Jerry: we are required to have a 12-month budget voted on by the Board.

Jean: We did this late last year (November)

Tom: By-laws require that we have this at our general meeting. We may need to change our policy because of our new fiscal year. Policy meeting should discuss this.

Jerry: June may not be a good time to hold our annual meeting

Sarah: September Quarterly meeting may be a good time to do this - the Board should have already looked at this. The membership doesn't OK the budget, the Board does.

Tom: at the annual meeting, the general membership can provide input into the budget. Asked Jerry to contact someone at IU Law regarding requirements

Jerry: Logistically, aside from the date requirements, we need a clean set of numbers. It could come exclusively from Quickbooks or a combination of Quickbooks and bank statements. Quickbooks will NOT reconcile a bank balance, ONLY expenditures and receipts

Sarah: if Quickbooks won't reconcile, why are we using it?

Jerry: Stampfli likes Quickbooks. There are other software packages (Peachtree, etc.).

Jean: If Stampfli likes Quickbooks, we are spending money there to get Quickbooks correct, couldn't we use another accounting firm?

Jerry: According to Cleveland – The station spoke with a number of accounting firms and Stampfli was cheapest. Quickbooks does well with salaries, state filings, Federal form filings.

Jar: Quickbooks payroll is separate from Quickbooks accounting

Tom: Quickbooks payroll is owned by Intuit a company with international reach. Accounting software has been a problem for several GMs. It may be best to calm the waters. If we are going to change software, we need to do so at the start of a new fiscal year.

Sarah: we could keep Quickbooks payroll, but then use another software (Gnucash for example) for our accounting.

Tom: can we continue this discussion to 8/3 worksession?

Sarah – we need to communicate our agenda items so that we can parse out our time effectively.

Tom: send one-liner requests to add agenda items – he will put on survey-monkey for the board, board members will rank them and we can use this task list at the meeting.

Jean: It would be great to have an agenda by 8/1

Jerry: Here is the list right now - Funding, priorities, accounting software, accounting audit,

Tom: moved to continue our meeting to the 8/3 worksession, Jean seconded. Unanimously approved.