

WFHB BOARD OF DIRECTORS MEETING MINUTES (FINAL)  
Approved with one correction (in **bold**) 9/25/17

Monday August 28, 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 at 6 pm, ATTENDANCE OF BOARD MEMBERS  
Present: Emily Jackson, Jerry Stern, Jean Hollinger, Sheryl Mitchell, Sarah Ryterband, Jar Turner, Pam Davidson, Julie Thomas  
Absent: Tom Henderson  
Guests: One
- III. OPEN FOR PUBLIC COMMENT
  
- V. REVIEW / APPROVAL OF MINUTES — Feb OK, March OK, need April, May OK, June OK, July needs approved with planning meeting attached.  
Emily – there are a few months without minutes, will get posted on the web.

VI. REPORTS

A. Board President Report

Results of Board Planning Meeting

Emily distributed Action plan – includes the plan, the committee/people in charge, due date (before/after Fund Drive, next meeting, ongoing, etc.)

General –

Create new development spots – Jean asked if we can use what Dorothy developed. Sarah noted that more need to be developed.

List of equipment and its replacement schedule – tech committee can, for example, raise money for a specific piece of equipment

Jar joined the meeting – noted software upgrade problems

Database of area businesses for underwriting. Can Tom do this?

Increase contacts / leads – we will discuss this at each board meeting

Need a master list for H-T and other news orgs – what is deadline for PSAs / press releases.

Tom has mentioned the possibility of receiving in-kind donations from an Indianapolis organization – Equipment / software? – This will be important for Sept 2018 CPB deadline. Jerry will follow-up with Tom

Development committee should look at the database for top donors, other opportunities

Jar – reached out to highest donors to update fund drive testimonials, will create report for development committee

Pam – everyone should talk up the station to every business owner they meet – this is cultivation – we will share this each month at the board meeting.

Jerry – Rider magazine is doing a story on CPB funding and WFHB

Fund Drive – staff can initiate getting information to DJs, DJs can seek a sponsor for their show.

25<sup>th</sup> Anniversary – planning meeting 8/27/17, proclamation, Lucky's, need t-shirt designed for 25<sup>th</sup> anniversary, seeking connections with program hosts (counterspin, etc.). Can they visit us or at least record a testimonial for us?

Pam – add recording testimonials, can we hook up with a restaurant for a % of the tab. Sheryl –Orange Leaf donates 20%

Julie - Commissioners – can do Proclamation, will read on CATS

#### Board Member Outreach

Emily – called Lucky's regarding donation jar at the door and spoke with manager. It is quarterly. Also discussed underwriting.

Jar – spoke with Dave at Atlas – will give WFHB proceeds from skeeball machines. Will also do an event with donations at the door.

Pam – “100+ Women who care” – each woman puts \$500/yr into fund and they make a donation. An insider in the group makes a proposal. Their pictures are in the paper, do we know who the members are? We can do an application. Can give this to development committee to follow up.

Jean - There is a men's group – 50+ men who care - Dave Lyman who is a DJ attends.

Pam - They never donate for operations, it's project-based

Jean – I will meet with Ken Wilson - the manager of Andy Mohr Bloomington for underwriting. Gratzie's restaurant will donate food for quarterly meeting. What about Nick's?

Sarah – Susan Bright was a personal sponsor at last fund drive.

Jerry – please postpone contract start dates to October 1.

Sheryl – McClaren Lawn Service – gave information to Doug

Julie – can we get business cards for Doug and brochure that we can hand out to potential underwriters?

Emily – pitched story to Bloom Magazine – will send these points to each board member

## B. General Manager Report

Jar – sent report on e-mail, underwriting report was also sent. Doug's spreadsheet was hard to read.

Sarah – are we only looking at the amount paid to date.

Jar – these were contract amounts

Sarah – but the totals didn't make sense unless it reflects what was paid to date.

Jar – we need to know who is new, who has been contacted recently.

Sarah – we can encourage potential customers.

Emily – it's a good start

Jar – information needs to be reformatted.

Pam – we should know past donors

Jar – we don't want every single past donor listed

Jar – we have a Cox intern for 3 years, Kelsey, she came from Lotus. 8 hours/week. She is working on production tasks she can probably run this part of the job in 3 weeks.

Emily - Note about Mike Kelsey – were the expenses not covered for the follies?

Jar – Follies typically barely breaks even, especially with a musician from out of town.

Want to continue Follies but we cannot keep paying for them.

Emily – when the follies started we asked them to budget and try to find sponsors.

Jar – the way it worked for this show, he paid for guest from out of town, WFHB paid for local musicians, WFHB kept the proceeds from the door. Mike wants to create a year-long fund to help support this.

Pam – attendance was very low at recent Follies. We won't make money for the follies.

Sheryl – Dorothy used to put posters up at the retirement homes

Pam – schedule with social organizer at retirement homes?

Sarah – we need to ensure that everything Mike pays out is listed as an in-kind

donation.

Pam – could write it out on the check

Jerry – something in program log to make a regular announcement at the end of the show encouraging people to go to website to donate.

### C. Finance Report

Jerry – sent out three documents.

Jar – met with Laura with Stampfli on Friday – resolved problems with Quickbooks. Will be updated to August by the next Board meeting

Jerry – looked at last six years of underwriting. \$46-50k 3-6 years ago, more recently \$30-35k per year. Last projection for the year is \$41k

Jerry – one page item comparing revenue / expenses, last 12 months vs. next 12 months. Forecast \$18k net income in next 12 months.

Discussed the formatting of the document – descriptions will be removed in the future

Distributed 12-month budget (also sent via e-mail).

- Connects with the one-page summary
- Take net income, total revenue, taken from bank statements vs. quickbooks to ensure numbers are correct.
- Use quickbooks for details
- Our expenses don't follow a pattern, while we get phone bills, but they are not consistent in cost, insurance payments are irregular, CATS payment was in 6 checks instead of 5, etc. As a result, what happened last July is expected to happen in July 2018.

Pam asked whether this was true in the past. Jerry said yes, generally speaking.

- Based budgets on average across the year, expenses also averaged across the year.
- Add actual under each month's estimated, for revenue and expense.

Emily – what are largest non-salaried expense? - Jerry - \$11k to accountant for quickbooks and CPB audit

Julie – recommends closer tracking of project items -

Jerry – insurance costs are inconsistent.

Jerry - Amounts on the spreadsheet are averages, actual amounts will not match consistently. Jerry would prefer to run numbers based on previous year's month to track the fluctuating numbers. The actual amounts will be much closer to the amounts projected as a result. **Amended at 9/25/17 meeting: The melding between actual and budget figures will occur when Quickbooks has been updated.**

Jerry – one option is to vote on the budget as is...

Sarah – I move we approve this budget, Pam – seconded  
Emily called for the vote – approved by consensus vote.

Jerry – I will meld actual expenses into this budget. Payables like employee tax fluctuate month to month.

#### D. Committee Comments

Emily – this will be a regular agenda item – anyone with questions, something that needs to be clarified, or a decision that needs to be made can be heard.

Is there a concern that our fiscal year does not match the date of our annual meeting?

Jerry – it would be best to have our annual meeting a month after the previous year has closed out.

Emily – the membership does not appear to be concerned.

Jerry – I can run “previous 12 months” any time

Sarah – if someone is curious they can attend Board meetings, ask to see the books.

Pam – there is no vote, right?

#### VII. OLD BUSINESS -punch list of stuff to keep track of

\$3k credit with the printer, will have t-shirts made

- Jar – mugs tomorrow, t-shirts - will have money set aside for anniversary shirts
- Can sell sponsorships for 25<sup>th</sup> anniversary shirts

NFCB next year GM and another person go

- This is bi-annual

CPB conference in December

- Pam – I attend America’s Public TV Stations (APTS) – a lobbying group in DC. Is this a meeting for stations? APTS is related to legislative action, not fundraising / mgmt. issues.
- Jar – spoke with someone at NFCB who raised tower and increased listenership. But the station had problems with CPB funding as a result.
- Jerry – CPB sometimes has technical conference to go over all the rules.
- Jar – it may not be necessary to attend

automation software

- Jar - backburner

SalesForce software

- Jar – discussed in development committee to replace bloomerang. Salesforce is great for underwriting. Can get trial copy for free to use with Doug.

back up/redundant equipment or both 98.1 and 91.3

NPAC Handbook for board members to read

- Jean – is this on slack? Joe at the last NPAC meeting was going to issue a survey for members to review the handbook. Would ask everyone to sign that they have read it.
- Emily - we have one more meeting before fund drive. Look for volunteer opportunities for Garlic Fest and 4<sup>th</sup> Street (we were offered a free both).
- Jean – board members business cards?
- Pam – we are volunteers, it doesn't seem appropriate
- Jerry – has business cards because he speaks with artists in the community, re: Local Live
- Sarah – moved to adjourn, Julie seconded – motion approved by consensus.

## VIII. NEW BUSINESS

### Actions:

#### Upcoming Events

Players Pub Benefit Friday September 1, 8-11 pm

4th Street Art Fair September 2-3

Garlic Fest September 2-3

FALL FUND DRIVE October 6-15

Quarterly meeting September 23, noon to 2 at the Library (2b-2c)

#### Upcoming Board Meetings

Monday September 25, 6pm

Monday October 23, 6pm

Monday November 20, 6pm

Monday December 18, 6pm (4th Monday is 25th)