

WFHB BOARD OF DIRECTORS MEETING MINUTES

Monday April 27, 2020 6:00pm

Due to Coronavirus meeting to be held via ZOOM

I. START RECORDING MEETING

CALL TO ORDER,

ATTENDANCE OF BOARD MEMBERS

Present: Pam Davidson, Emily Jackson, Jim Quinn, Sarah Lyttle, Chuck Beckett, Tom Henderson, Sheryl Mitchell, Jar Turner, Jan Walker.

Absent: Sarah Taylor

Guests: Darin Bagley, Mark Hood

II. OPEN FOR PUBLIC COMMENT - None

III. REVIEW / APPROVAL OF MINUTES

IV. Review March Action Items

More licenses for RealVNC

Jar will tell us about the PSA contact

All committee will be on schedule on Zoom

Quarterly Meeting Rescheduling

V. REPORTS

A. General Manager Report

- Several grants have been received, including ad brokers.
- Messaging will remain the same in terms of campaign and development needs
- Youth Radio will be changing as Rhino becomes inactive
- News is now in three days per week schedule

B. Finance Report

- Health Insurance plans may now be reviewed.
- We've put several grants proposals put forth, and the team has been helpful
- Books are up to date; quickbooks is now being additionally updated

C. Development Comm Report

- Testimonial spots are in progress
- News Dept is also scripting messaging for our extended fund drive
- Bloomerang education is in progress

D. Committee Comments

- Tech Committee has made progress on our Wiki also the PMDB

VI. OLD BUSINESS

- Health Insurance Sarah Taylor is working with Jar

VII. NEW BUSINESS

- Bloomerang Donor Database updates coming
- Mark Hood introduced.

Annual Meeting

VIII. ACTIONS: End Meeting With Outline of Actions to Complete

Upcoming Actions

- Pam will catch up with sustainer notes & five scripts tomorrow
- Sarah Taylor will be added to all WFHB databases
- Public service announcements are being recorded
- Emily and Sarah Lyttle will tighten up the 429 grant

Upcoming Board Meetings

Monday May 25th, 6pm

Monday June 22nd, 6pm (4th Friday)

20200427 GM Report

Development - Developing brief testimonial spots to run with promos during :20 & :40 breaks in music programs. Working with the News Department on script formatting and we'll be distributing these scripts for participating members to record and create their own scripts. Program goals have been established and distributed to members and staff will be working on setting up teams of volunteers to focus on collaborative ways to work together to fund raise. All AM Mix I DJs for example. I'm currently going on the air to thank donors when online donations are received. Development Committee members have stepped forward to learn Bloomerang and a session will be held Tuesday to go over essential tasks, maintenance, and reporting. Next week I'll be sending an eNewsletter update and composing a donor letter for mailing.

Finance - Books reconciled through March. Worked with the Grants committee on a Facebook journalism grant for nearly \$50,000 to provide a communications infrastructure to adapt to modern times of remote production. Grant would pay for hardware such as headphones, microphones, cameras, laptops, plus video streaming and hosting, marketing, wages, etc. Working with Sarah T. on final details for Paycheck Protection Program. Other grants in pipeline, as well. 2nd CPB payment received.

News - Kade shoring up podcast network after giving him admin access to our website. Our podcasting distribution is done through our website but needs maintenance and Kade has agreed to take the lead in getting our podcast game on point. Also, want to bring to the board's attention that the News & Public Affairs committee is lacking a board member. Public Affairs programs are beginning to use Skype and Zoom. Local news gets 1 more day on Monday with Q&A from our mayor.

Music - Dialed in automation and created a file transfer framework for DJs to submit music from home in various ways, allowing more of our usual character within the usual timeslot a DJ would have. Both specialty playlists and add pool mixing with DJ picks is now managed by Music Director. Jim has reached out syndicated programs for testimonials with success.

Underwriting - Pick up in new contracts: IU Credit Union \$\$\$*, Smithville \$\$\$\$, DF Filter Pro in Greenwood \$\$\$\$, Whole Sun solar company \$\$\$\$. Home recording engineers are recording spots for airplay. *brokered by 3rd party with potential connection to more accounts by "matching" spots. Some outreach needed to follow up with expired or expiring contracts.

Volunteers - Exploring Air Table for Volunteer Database. Successfully exported PMDB list and distributed to staff for review by middle of next week. Next orientation date and format uncertain.

Youth Radio - It doesn't make sense for Rhino's to keep Youth Radio as a financial responsibility and we need to think of ways to maintain it. Harmony received a grant each year that we need to apply for and we will discuss further. I'm collaborating with MCPL to promote YR and their Freegal music download program for kids to access music remotely.