

# WFHB BOARD OF DIRECTORS MEETING MINUTES

**Date:** Monday Sep 11th 6:00pm (This is the August meeting rescheduled to this date)

**Location:** Monroe County Public Library room 214 and online via Zoom

## I. CALL TO ORDER, ATTENDANCE OF BOARD MEMBERS

**Present:** Sheryl Mitchell, Sarah Taylor, Chuck Beckett, Jar Turner, Emily Jackson, Ben Myers, Mark Hood, Darran Mosley, Terry Mason, Rob Stewart-Ingersoll

**Absent:** Brooke Turpin

## II. OPEN FOR PUBLIC COMMENT

## III. REVIEW / APPROVAL OF MINUTES

- We have all minutes either posted to the site, or posted to the board channel for approval, except for April's minutes.

## IV. Review (Previous Month) Action Items

- CPB Training is required for all board members by the **end of September!** Our CPB funding is dependent on this.

## V. REPORTS

1. Jar's GM report is the report for the annual meeting on Saturday 9-Sep. Nothing new in the past 48 hours. But several discussion points below.
2. The new front door has been installed in the studios lobby. (Financed by the City) No holes or drafts.
3. We are beta testing a new self-evaluation form, which we'd like to eventually roll out to everyone.
4. We are planning on a formal audio engineering training course to be offered soon.
5. We are searching for a contract engineer and doing knowledge transfer. Jar visited the transmitter site today with Sundog.
6. The search for contract engineers is not making much progress. The new job description includes a lot of Information Technology skills and it's really a full-time job as described. Jar would like to have staff members trained in IT skills, giving us flexibility in the engineering description as well as some redundancy/backup. The Society of Broadcasting Engineers, based out of Indianapolis have number of reasonably priced courses.

### A. Finance Report

Mark led the board in a review of our current financial state.

## B. Committee Comments

1. The board voted to combine the Policy and Personnel committees, as the members are mostly the same. Personnel's work varies according to the needs of the station while Policy's work is usually more steady and less urgent. Combining the groups makes practical sense.
2. A motion to combine the two committees into the "Personnel and Policy" committee was passed unanimously.
3. We will make the current Policy Slack channel a private channel and rename it to "Personnel and Policy". We will archive the current "Personnel" Slack channel. The combined committee will meet on the third Monday of each month.

## VI. OLD BUSINESS

None for this meeting

## VII. NEW BUSINESS

None for this meeting

## VIII. Strategic Planning

1. Jar would like the board to take the lead in synthesizing a new strategic plan.
2. The board discussed having the same 5 categories as the 2013 plan but dropping the Actions/Tactics lists below each category from the strategic plan and perhaps adding some even higher level goals that might cut across the 5 categories.
3. We may find ourselves revisiting our Mission and Vision statements.
4. It would be great if we could come up with appropriate metrics for these high level goals.
5. We talked about a subcommittee for the plan but did not reach any formal conclusions.

## IX. ACTIONS:

### A. Outline of Actions to Complete

Board should review the SWOTs, 5 Categories described in the Google Doc posted to Slack, and come ready to spend time in the 2<sup>nd</sup> half of the board meeting on strategic planning.

### B. Upcoming Board Meetings

Monday September 24th 6pm. Venue: MCPL room 2A.

## C. Upcoming Events

CPB Training is required for all board members by the end of September.

## 20230909 GM Report

- Strategic Planning
  - Our Board of Directors and Staff are working on SWOT analysis (Strengths, Weakness, Opportunities, Threats) of various sections of WFHB. We welcome your feedback, as well. We need volunteers to fill these out. SWOT Word Document is included in this bundle of reports. This is the initial step toward setting goals for the next few years.
- Personnel & Policy
  - We have a new intern from BHSN. Tyler Gentry has been helping with our calendar, and is developing his own program for Youth Radio. Nate Rusemeza is our new IU Cox scholar intern. He is helping out around the station on Tuesdays and Thursday mornings and supervising our Youth Radio team on Saturdays. He'll also be helping us to distribute our podcasts more effectively.
  - COVID-19 Vaccine Policy remains for now. Feedback we received to remove the policy has been mixed with some feeling we should be doing more to monitor boosters while others are comfortable lifting it. We have immunocompromised staff that need to be in the building. Policy Committee will meet Sept. 18. Please send additional comments to [policy@wfhb.org](mailto:policy@wfhb.org).
- Programming & Promotion
  - We are beta testing Programmer Self-Evaluation forms. I'll send a callout via Spot Online for volunteers to be our test pilots before distributing them to all programmers. It's a way to open up a channel for feedback and improve programming wherever needed.
  - We are streamlining the way new programs are getting on the air with a monthly staff review. New programs present the question of "what do we drop?" We are developing a Program Review process for current programs, similar to self-evaluation programmer review.
  - We are refocusing our efforts to make sure all of our podcast are getting full distribution.
- Facilities & Equipment
  - Our front door was replaced through a grant from the City of Bloomington SEEL program which helps organizations increase their energy efficiency. No more gaping holes covered with duct tape! Doors have bullet resistant glass. A new logo was added to the new glass.
  - Audio Engineering Training is in development as there's been an uptick in those interested in engineering live sessions and we always need more. I will conduct an engineering meeting in October to discuss the training process with more seasoned engineers, those who are likely to train new engineers.
- Website & Technology
  - Our website team continues to meet weekly to discuss changes to the website. We have a staging server set up to simulate sweeping changes to our website without breaking the live site. We're updating menu navigation, how you find information on programs, a better media player, etc.
  - Test driving an audio player called Radio Rethink. Check it for yourself [here](#). Find WFHB in the list of stations.
  - All DJs should update their DJ pictures and bios for upcoming website updates! Spintron will feed a lot of data that will go into the website and the Radio Rethink player so let's give it some good content!