

WFHB BOARD OF DIRECTORS MEETING MINUTES

Date: Monday Sep 25th 6:00pm

Location: Monroe County Public Library room 2A

I. CALL TO ORDER, ATTENDANCE OF BOARD MEMBERS

Present: Brooke Turpin, Chuck Beckett, Jar Turner, Ben Myers, Mark Hood, Terry Mason

Absent: Sheryl Mitchell, Sarah Taylor, Emily Jackson, Darran Mosley, Rob Stewart-
Ingersoll

Board met without a quorum.

II. OPEN FOR PUBLIC COMMENT

III. REVIEW / APPROVAL OF MINUTES

- Last month's minutes are not yet approved. Please review and approve/amend them.

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

A. GM Report

- Adrian of Lamar advertising reached out again this year with a similar proposal as in the past but with more billboards. In-kind donation is \$15,000 for space and time and cost to us is \$5,000. Jar feels it's worth pursuing but needs board approval ASAP. Chuck will post the relevant info to the board channel with a request for online approval.

B. Development Report

1. We fell short of our Fund Drive goal by a significant amount. Brooke believes this is due to a combination of issues including WFIU's current fund drive, current inflation rates and a lot of conflicting events lowering our listener numbers. Our traditional scheduling poses constraints, with the Block Rocker two weeks before Fund Drive and the end of the fiscal year coming at the end of September.
2. COVID also created a big peak for charitable donations that are now returning to a more traditional rate.
3. Brooke also went over our current grant proposals, wins, and loses. Highlights:
 - a. Youth Radio grant has been extended to February.

- b. There is a FEMA grant via CPB that might supply funds for a backup generator for the studio, possible UPS systems, and an update to our EANS to the New Generation Warning system. Chuck took an action to make the provision of grant request details a top priority for the Tech Web committee.
- c. We are planning a mural to go on the front exterior wall of the studios. We may also add a mural in the lobby.

4. Block Rocker attendance was over 800 attendees and was profitable.

C. Finance Report

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

D. Committee Comments

No comments or reports this month.

VI. OLD BUSINESS

None for this meeting

VII. NEW BUSINESS

None for this meeting

VIII. Strategic Planning

We realized we had not spent the time we needed to review the SWOTs posted to the board channel to make detailed strategic planning at the meeting profitable. Instead we settled on the following approach:

1. Each board member should review the SWOTs and original 2013 plan structure and formulate a list of strategic goals. Then post an MS-Word document to the Strategic Planning channel.
2. At the next board meeting we can begin to consolidate those lists and integrate them into a single set of strategic goals.

IX. ACTIONS:

A. Outline of Actions to Complete

1. Jar to pass list of Board Members who have yet to complete the CPB harassment training to Chuck, who will remind members to complete before the end of September.

2. The board should review the SWOTs, 5 Categories described in the Google Docs posted to the Slack Strategic Planning channel, and come ready to spend time in the 2nd half of the next board meeting on strategic planning.
3. The board should review the coming year's budget drawn up by the Finance and Development committee on 19-October and be ready to discuss and sign off on it at our next meeting.
4. Chuck will post a motion for approval of \$5,000 for Billboard expenses giving us back \$15,000 of in-kind donation. The motion will go to the board channel provide quick turnaround for Jar to proceed with the billboard initiative.

B. Upcoming Board Meetings

Monday October 23rd 6pm. Venue: MCPL room 214.

Note that Personnel and Policy meets on Monday October 18th and in subsequent months on the 3rd Monday of the month.

C. Upcoming Events

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

20230925 GM Report

Development & Finance

Half of our CPB Restricted funds have been spent down for the year. The remaining need to be spent by Sept. 30. I'd like to meet with Mark soon to draft a budget for FY24 and start preparing our financials for our next audit. Bank reconciliation is completed through July 2023. We have another opportunity to do a billboard campaign package similar to the one in 2021-2022. Our cost is \$5000 for production of 20 billboards, with about 15K in kind for the space and time. They're asking for a quick turnaround time and I haven't landed on any solid ideas or concepts other than a general advertisement, however. I can try harder if the board were to approve the purchase.

Programming & Promotion

Programmer Self-evaluation forms have been drafted to encourage programmers to evaluate their on-air performance and assure content follows our mission. Some new programs have been submitted for airplay and we're making a better evaluation process for that, as well. Our department directors are meeting monthly to review new programs and further develop this evaluation system.

Personnel & Policy

My employee evaluation has concluded. Goals for the upcoming year include increasing traffic to our website/stream and overseeing updates to our website that will help. Also, on my list are finding more engineering/IT support, establishing a system for program and programmer feedback/evaluations, fixing our long-standing Podcast distribution issues, and developing a formal training track for audio engineers with monthly sessions.

Facilities & Equipment

We continue to have power outages, increasing demand for battery backups for air room equipment and a broader project of installing a generator to power essential components to stay on the air. We have a couple of battery back ups already, but have been waiting until Fund Drive is over to prevent an interruption of programming.

Website & Technology

Progress is slow but on making updates to the website. I'd like to try and get an Ivy Tech Work Study intern to put attention to this and other computer related projects around the station.

Strategic Planning

SWOT forms have been submitted by staff. A SWOT form from our Community Advisory Board is pending. We are meeting tomorrow night. SWOT completed SWOT forms have been submitted to the Strategic Planning channel on Slack for board review and next steps.