



**WVIA's Board of Directors Meeting Minutes
June 2, 2023 at 10:00 AM
100 WVIA Way
Pittston, PA 18640**

Attending:

Dennis Cheng	Holly Morrison
Rick Cohen	Nick Niles
Peter Frieder	John Pullo, Sr.
Jeanne Genzlinger	Jose de los Rios
Robert T. Kelly, Jr.	Andrew J. Sordoni, III
Jon Kirkwood	Don Stanziano
Dr. L. Jay Lemons	Jennifer Wilson
Patrick Marty	

WVIA Staff:

Kristen Mackrell Clark	Ben Payavis
Jim Jennings	Mary Price
Carla McCabe	Kate Sickora
Chris Norton	Chris Zellers

Excused:

Jonathan Weis

Guests:

Johnson, Grossnickle and Associates:
Ted Grossnickle and Lee Ernst
Highland Associates:
Charles Consagra, Denise Luikart and
David Degnon

A quorum was present.

Mr. Frieder called the meeting to order at 10:07 AM.

There were three action items on the consent agenda. **All items were previously sent to the Board for review.**

- ✓ March 3, 2023 Meeting Minutes
- ✓ Directors up for renewal:
 - Peter Frieder
 - Jon Kirkwood
 - John Pullo, Sr.
 - Don Stanziano
- ✓ Recommendation to nominate Lili Rosenstreich to the WVIA Board of Directors

A motion was made by Ms. Morrison to approve the March 3, 2023 minutes as presented. Ms. Genzlinger seconded. With all in favor, none opposed, the motion passed.

A motion was made by Mr. Lemons to approve the three Directors up for renewal to a new three-year term. Mr. Kelly seconded. With all in favor, none opposed, the motion passed.

A motion was made by Ms. Morrison to approve the nomination of Lili Rosenstreich to the WVIA Board of Directors. Mr. Pullo seconded. With all in favor, none opposed, the motion passed.

Mr. Kelly and Ms. Clark presented the FY24 proposed Operating budget, the FY24 Capital Campaign Budget and the FY24 Capital Asset Budget.

Mr. Kelly and Ms. Clark are asking for approval of all three proposed budgets for FY24.

Mr. Kelly stated this is the second year of a deficit Operating budget and two bigger factors for the deficit include four new full-time positions and implementing the journalism department.

Ms. Clark said the FY24 budget is conservative and attainable if current conditions stabilize. Ms. Clark also stated that we anticipate major giving as a revenue growth opportunity.

The FY24 Capital Campaign Budget will be tracked separately from the FY24 Operating Budget. We are projecting \$333,034 in expenses for the Capital Campaign for FY24 and propose a drawdown from the Building Project Fund (which has a current balance of \$682,643 as of April 30, 2023) to fund the FY24 Capital Campaign expenses.

The FY24 Capital Asset Budget is \$561,000. There is a remaining balance from FY23 of \$305,000 so the capital cash needs for FY24 are \$256,629.

Ms. McCabe stated the changes we are making will bring in new members and reach new audiences. We are currently looking at ways to diversify our revenue stream and have strong support for our current projects.

Ms. Wilson said that from a development perspective we are doing what most nonprofits do. Major gifts drive nonprofit organizations.

Mr. Cohen stated that the community needs to know what a great resource WVIA is for production services which can help with revenue.

Mr. Lemons asked what the impact will be from the radio shift. Ms. McCabe stated that we are transitioning at a slower pace, and it can take up to five years to see those numbers.

Mr. Pullo suggested projecting three years out with decline in membership to look at the depth of the effort we need.

Ms. McCabe said she and Ms. Sickora are actively meeting the legislators to gain support.

A motion was made by Mr. Pullo to approve the FY24 Operating Budget, FY24 Capital Campaign Budget and the FY24 Capital Asset Budget as presented. Mr. Cohen seconded. With all in favor, none opposed, the motion passed.

Mr. Norton recognized Larry Vojtko on his retirement and Mr. Frieder presented Mr. Vojtko with a gift. Mr. Vojtko then spoke about his time at the station and the bright future of WVIA.

Mr. Hudon gave the Community Advisory Board report to the Board. Mr. Hudon stated that in the past year WVIA has done outstanding work in meeting community needs while setting an ambitious course for sustained excellence.

Ted Grossnickle and Lee Ernst from Johnson, Grossnickle and Associates presented the campaign capacity and recommendations.

JGA recommends that the Board adopt and support a \$10 million dollar campaign. Mr. Grossnickle said that Board participation is very important and recommends that the Board adopt a 15% working goal for the campaign. Mr. Grossnickle also said that Board members need to have conversations within their circles as this is critical to success.

Ms. McCabe stated the Board members will be supplied with materials to hand out when having conversations with others.

Ms. Wilson asked if we had identified a lead donor. Ms. Sickora stated that several lead donors have been detected and will be approached.

Ms. Sickora said that this capital campaign can be transforming for the station as we can gain new sustaining major donors.

A motion was made by Mr. Kelly to adopt a \$10 million capital campaign. Ms. Wilson seconded. With all in favor, none opposed, the motion passed.

Ms. McCabe gave the President's report.

Highland Associates presented a conceptual design of the new building.

Mr. Consagra said they looked into the programming and space needs and kept all renovations within the confines of the building. Mr. Degnon stated that they will have a pricing package by the end of June.

Mr. Jennings and Mr. Zellers gave an audience update.

Mr. Jennings said that their vision is to create exceptional digital experiences by embracing a data and outcome driven approach.

Mr. Zellers stated that work is in progress to organize WVIA's wide range of available data to help understand and develop future organizational strategic plans. Mr. Zellers also said that we are working on further distribution on YouTube and launching a single sign on by the end of the year to create a better user experience.

Ms. McCabe made the Board aware of upcoming events, and stated the radio shift will take place on June 5th.

Ms. McCabe stated the Board Self-Assessment Survey was sent out in March and she was very pleased with the participation and the results of the survey. The comparison of the 2021 survey showed improvement in many areas.

The Board was shown the new Eddie Durham trailer.

With no motion for an executive session or further business, Mr. Frieder asked for a motion to adjourn the meeting.

A motion was made by Mr. Niles to adjourn the meeting at 12:16 PM. Ms. Morrison seconded. With all in favor, none opposed, the motion passed.

Respectfully submitted by Mary Price, Assistant Secretary to the Board of Directors