

WCBU Community Advisory Board  
Meeting Minutes  
July 1, 2022

**Board Members Present:**

Becky Doubleday (acting recording secretary), Lenora Fisher, Sara Netzley, Tom Mellor, Todd Popham, Jim Runyon, Jessica Thomas

**Board Members Not Present:**

Diane Hahn, Kiran Velpula, Jennifer Essig, Bill Shock

**Ex-Officio Attendees:**

RC McBride, WCBU General Manager; Jennifer Armstrong, WCBU Individual Giving Director; Anna Chumbley, WCBU Corporate Support Director; Ryan Denham, Content Director; Melissa Libert, Development Director

**Call to Order:** The meeting was called to order on Zoom at 4:05 p.m.

**Approval of Minutes:** The May 2021 board meeting minutes were approved as read.

Vote on reelection of current board members

Jennifer Essig was reelected for a third term to expire on 8/31/24. Her second term expires on 8/31/22 but a third term is now allowed by bylaws if the board is not full. Diane Hahn was reelected for a second term to expire on 8/31/24 (first term expires 8/31/22). Bill was reelected for a second term to expire 8/31/24 (first term expires 8/31/22).

Acknowledgement of John Lamb, whose first term expires 8/31/22 and who is not seeking a second term because of a job transfer

On behalf of the WCBU Community Advisory Board, Jim Runyon thanked John for his service to WCBU and the Advisory Board.

Consideration of prospective new board members, each for a two-year term beginning at the September 2022 board meeting and expiring 8/31/24

Three candidates expressing interest in joining the CAB were discussed in the meeting. Two candidates were still actively expressing interest, while the third has not responded to recent requests for affirmation of interest. Chama St. Louis and Brittany Strickland were broad forward in a motion as the slate of candidate board members. MOTION APPROVED UNANIMOUSLY. Jim

General Manager report

RC presented the July 13, 2022 GM Report, which was included in the board packet.

#### Development report

Jennifer Armstrong reported the fundraising ended the fiscal year \$30,000 over goal. The next on-air fundraiser is scheduled for October. Anna Chumbley reported that corporate support this past spring was slow with fiscal YE totals coming in at 80% of goal. Currently all programming is underwritten with the exception of MarketPlace Minute. Melissa Libert thanked CAB members for helping represent WCBU at the debut of the ArtsPartners Sculpture Walk in May and at the Juneteenth celebration in Peoria.

#### Content report

WCBU will be airing two election forums in September. Bradley University is hosting the 17<sup>th</sup> congressional race forum and ISU is hosting a forum for the state governor's race. Both forums will be aired on WCBU as well as WGLT.

#### Other business

Jim Runyon requested that CAB members share recommendations for potential board candidates with the Nominations Committee.

Meeting Adjournment: The meeting was adjourned at 5:15 p.m.

**The next Community Advisory Board Meeting is Wednesday, September 14 at 4 p.m. CDT in the Caterpillar Global Communication Center on the Bradley University campus.**

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