

MINUTES

of the



BOARD OF DIRECTORS MEETING

Friday, November 11, 2022

via Zoom

Present: John McLaughlan, Karmen Bryant, Jeremy Steele, Mike Pacheco, Shane O'Neal, Jennifer Ferro, Christian Patry, Liz Lambert, Duncan Kennedy, Jeff Pope

Absent: None

Staff: Elise Pepple, Elena Morlock, Annie Rosenthal, Mitch Borden, Travis Bubenik, Zoe Kurland

1. Minutes & Financials

Elise starts recording at 10:03

John leads into minutes at 10:04 - Liz moves, Jeff seconds, all in favor, minutes approved at 10:05.

Jeremy starts going through financials at 10:06; says we though we are down, considering the economy we aren't in a bad place - we are introduced to Calypso the 200-lb tortoise.

Calypso as a baby was 1.6 oz, now she is 26 yrs old and 170 lbs.

We're pacing up in expenses, especially money for wages - Jeremy says we have a good set of financial statements going into Q4; opens for questions at 10:17.

Christian says we should challenge ourselves to see how we can increase membership revenue, especially in Midland - if we can get X amount of members, how much would that add to our revenue? We should make membership outreach in Midland-Odessa market - discourages membership ceiling.

Liz says let's make a real plan for that market besides M2M - let's make a yearly plan.

Jeff asks if there is an investment policy or a policy on how much cash to have on hand - maybe in the next year we should start putting together a policy.

Financials approved; board moves on to station update at 10:23 and starts introductions with staff.

2. Station Update

Elise goes into station update at 10:31, covering Marfa for Beginners, Marfa Public Radio Studios/community engagement, Travis Pope joining the station as Station Manager, Elena in PMWL training for CEOs/COOs, Julie joining as permanent ME host, fall events.

2023 upcoming events include StoryCorps, 3.5 weeks in 1st Q, fundraising across revenue streams, 3 big grants applied for, identifying new funding opportunities. Elise is in conversations w/Brown Foundation and King Foundation, as well as some national funders - these prospects are not included in 2023 budget.

Reporting highlights include comprehensive election coverage, Travis's Blackwell School story, Annie's reproductive series and Mitch's Our Town Midland-Odessa series, photo essay by Hannah Gentiles, Calo, and Nature Notes.

Engineering updates include a plan to connect all transmitter sites digitally by end of year, website migration. Will is starting his own broadcast engineering company, proposing working with the station as a client.

Jennifer asks in terms of staffing, what else changes when we lose Will as a FT employee - we will need to identify a new solution for programming.

Jennifer notes 268 Fall Drive donations inside broadcast area + 174 outside broadcast area.

3. PRX Discussion, Executive Session

Elise moves on to PRX proposal at 10:45 - goal is to set up station & team to successfully achieve our goals.

Jeremy talks about cost-benefit analysis - we're getting subject matter experts & being able to get 4-5 ppl as to what it would cost to get 1 person for 1 year - they're very excited to come work with us.

John says he was initially concerned about cost and what we'd get out of it - in the call with PRX, it was clear that it was a whole host of things they've learned from helping different stations that they can bring to bear - helping with ideas, passing tools and facilitating staff to do the work.

Jeff backs up John and Jeremy's feedback on PRX.

John asks for feedback from staff.

Jennifer says we have a large reach - finding audience and engaging them is a challenge PRX can help with.

Zoe says from studio perspective it would be extremely helpful to have PRX and the prospect is exciting.

Elise points out that PRX has processes for everything - they can help us put systems in place.

Discussion ensues - Jeff says we have a healthy balance sheet and that this is an investment opportunity - we can do something not a lot of stations have the opportunity to do - we can get more members from Midland and reach out to a different audience.

Board enters executive session at 11:10.