WVIA Board of Directors
June 5, 2026 at 10:00 AM

Meeting Minutes

100 WVIA Way

Pittston, PA 18640

Attending:

Dennis Cheng, **Vice Chair**
Jose de los Rios
Peter Frieder
Justin Genzlinger
Robert T. Kelly, Jr., **Chair**
Jon Kirkwood
Grace McGregor Kramer
Carmen Magisto
Gertrude C. McGowan, Esq.
Holly Morrison
Karen Murphy
John Pullo, Sr.
Lili Rosenstreich

Excused:

Patrick Marty
Andrew Sordoni
Jan Alexander Wessel

WVIA Staff:

Vicki Austin
Kristen Clark
Joe Glynn
Carla McCabe
Mary Michaels
Ben Payavis

Guests:

Community Advisory Board:
Tony Brooks
Goldman Sachs:
Danielle O'Bannon and Anna Hoffman

A quorum was present.

Mr. Kelly called the meeting to order at 10:06 AM.

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

- ✓ March 6, 2026 Meeting Minutes
- ✓ Director up for a three- year term renewal:
  - **Lili Rosenstreich**
- ✓ Officers up for a one-year term renewal:
  - **Kristen Clark- Treasurer**
  - **Mary Michaels - Secretary**

A motion was made by Mr. Kirkwood to approve all the consent agenda items as presented. Mr. Frieder seconded. With all in favor, none opposed, the motion passed.

Ms. McCabe reported that WVIA had been notified of two bequests, one from the Maryanne Rosello Estate and one from the Sylvia Gleason Estate. She stated that Board approval is required for two resolutions to formally accept the gifts on behalf of the organization.

Mr. Kelly asked for a motion to approve the two Board resolutions to accept the gifts from the Maryanne Rosello Estate and the Sylvia Gleason Estate.

A motion was made by Ms. McGregor Kramer to approve the two Board resolutions to accept the gifts from the Maryanne Rosello Estate and the Sylvia Gleason Estate. Mr. de los Rios seconded. With all in favor, none opposed, the motion passed.

Ms. Morrison informed the Board that the Audit and Finance Committee are requesting three motions to be approved by Board.

1. A motion to approve the proposed FY27 Operating Budget, FY27 Capital Campaign Budget, and FY27 Capital Asset Budget as presented.

A motion was made by Ms. Morrison to approve the proposed FY27 Operating Budget, FY27 Capital Campaign Budget, and FY27 Capital Asset Budget as presented. Ms. McGowan seconded. With all in favor, none opposed, the motion passed.

2. A motion to approve a one-time change to the Investment and Spend Policy for a 6% drawdown from the Goldman Portfolio, opposed to a 4% drawdown as we continue to adjust with the loss of CPB funding.

A motion was made by Mr. Genzlinger to approve a one-time change to the Investment and Spend Policy for a 6% drawdown from the Goldman Portfolio, opposed to a 4% drawdown as we continue to adjust with the loss of CPB funding. as presented. Mr. Frieder seconded. With all in favor, none opposed, the motion passed.

3. A motion to approve $142,900 be drawn down as needed from the unrestricted Goldman portfolio to fund our FY27 capital purchases.

A motion was made by Ms. Morrison to approve that $142,900 to be drawn down as needed from the Goldman unrestricted portfolio to fund our FY27 capital purchases. Mr. Magistro seconded. With all in favor, none opposed, the motion passed.

Ms. O'Bannon and Ms. Hoffman presented the portfolio update and Market & Economic Outlook. **Please see attached**.

Mr. Payavis gave a WVIA Nielsen Dashboard review. **Please see attached.**

Mr. Payavis presented data on average weekly reach and impressions, a comparative analysis of PBS averages versus WVIA, and WVIA viewership segmented by income level. He noted that these metrics reflect live linear television viewership. Ms. McCabe added that the team continues to explore and evaluate new strategies to engage audiences across all platforms.

Ms. McGown inquired about on-demand viewership metrics. In response, Mr. Zellers reported significant growth in WVIA's YouTube TV audience, with weekly viewership ranging from 35,000 to 44,000 viewers. He noted that the organization continues to experience steady growth in its digital audience.

Ms. McGown then reviewed the Board survey and its results. She reported a 90% participation rate, which aligns with best practices for board assessments. Ms. McGown noted that six survey questions

received neutral responses and recommended dedicating approximately ten minutes during each Board or Committee meeting over the next year to discuss these areas. Ms. Morrison expressed her desire to have the organization's mission statement included on future meeting agendas.

Mr. Brooks presented the Community Advisory Board report. **Please see attached.**

He stated the CAB members recommend future programming on social media addiction, constitutional interpretation, renewable energy and solar farms, and the cultural impact of federal funding cuts. Members also praised WVIA's remodeled facility, news reporting, and community presence.

Ms. McCabe reported that WVIA can now accept donations through Apple Pay, providing an additional convenient giving option for supporters. She also shared that the second phase of the RACP project is now underway. Additionally, Ms. McCabe noted that WVIA has reached the halfway point toward its fundraising goal for NEPA Gives.

Mr. Cheng provided an update on the PBS Annual Meeting, which he recently attended. He noted that the conference was a valuable use of time and offered numerous insights and best practices that could be beneficial to the organization. Mr. Cheng shared that he came away with several key takeaways from the event.

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

A motion was made by Ms. Rosenstreich to adjourn the meeting at 12:06 PM. Ms. McGregor Kramer seconded. With all in favor, none opposed, the motion passed.

Respectfully submitted by Mary Michaels, Secretary to the Board of Directors.