

**WCBU Community Advisory Board  
Meeting Minutes  
November 9, 2022**

**Board Members Present:**

Becky Doubleday, Jim Runyon, Tom Mellor, Jennifer Essig, Diane Hahn, Yolanda Wallace, Megan Pedigo, Brittany Strickland, Chama St. Louis

**Board Members Not Present:**

Bill Shock, Jessica Thomas, Kiran Velpula, Lenora Fisher

**Ex-Officio Attendees:**

RC McBride, WCBU General Manager

**Call to Order:** The meeting was called to order at 4:06 p.m.

**Approval of Minutes:** The September 2022 board meeting minutes were approved as-is, pending corrections of scrivener's errors.

Nominations committee report

The board approved and welcomed new member Yolanda Wallace. One opening remains following the resignation of Todd Popham.

General Manager report

RC opened the floor for questions about the GM report, and Jim asked for clarification of the NPR rebranding rollout timeline. RC said it's coming in drips and drabs, and he'll look for opportunities for WCBU to market alongside NPR. One of the holdups on fresh WCBU merchandise is waiting for the new NPR logo. Becky asked about NPR's expectations for a changeover of member station materials to reflect the new logo. RC said the immediate changes will be digital, and physical materials will be replaced as they're depleted. All of these advances are in line with NPR's goal to double users and donors by 2030. Diane asked about the partnership with Amazon, and RC identified the benefits of the non-exclusive partnership opportunities. And while WCBU made it across the fundraising line during the fall fund drive, several stations across the country did not.

Jim reported on his meeting with WVIK's community advisory board chair and interim general manager in which they discussed issues including bylaws, strategic plans, and definitions of their roles in terms of fundraising and committee composition. The WVIK representatives indicated a desire to continue the conversation in the future.

The board agreed to set the 2023 meeting times for 5 p.m. on the second Wednesday of every other month to better accommodate member schedules. The 2023 dates will be:

January 11, 2023 - online  
March 8, 2023 - online  
May 10, 2023 - in person  
September 13, 2023 - in person  
November 8, 2023 - in person

### Other business

The board then took up the issue of committees. The suggestions are:

Executive: This committee is composed of CAB's officers.

Nominating: This committee's primary responsibility is to solicit potential new members and bring them forward for consideration. It is composed of a chair, Jim, with additional members to be named.

Community Outreach: This committee's members represent the board by speaking at local events and organizations. Anna has been coordinating it. Chama will chair, with Yolanda, Jessica, and Diane serving as members. Diane suggested the committee have access to handouts, table tents, or other materials during their appearances, and RC indicated that could be arranged.

Project Fundraising: This committee helps WCBU in its fundraising efforts, including promoting the fund drive and day sponsorships and generating introductions to possible donors in the future. Becky offered to chair, with Megan and Jennifer serving as members. Chama is also comfortable with fundraising.

Review: This committee will provide feedback on programming, policy, and service (per the obligations listed in the CAB mandate). It is chaired by Tom, with Sara and Jim as members.

Tom suggested adding the committees to the bylaws since they are standing committees, and Jennifer suggested creating an ad-hoc committee to review the bylaws and codify the committees and their responsibilities.

Jennifer suggested that before the January meeting, members of each committee propose language outlining their committee's responsibilities to the group. The chairs will be responsible for convening their committees. In addition, the absent board members can review the committees to express their membership preferences.

Meeting Adjournment: The meeting was adjourned at 5:05 p.m.

**The next Community Advisory Board Meeting is Wednesday, January 11, 2023, at 5 p.m. CDT on Zoom. The link will be available on the WCBU website.**

###