

Delaware First Media Corporation
Board of Directors Annual Meeting, October 14, 2022
Meeting Minutes (APPROVED March 10, 2023)

Pursuant to notice, a regular meeting of the Board of Directors of Delaware First Media (DFM) was held on Friday, October 14, 2022, via Zoom video conference call.

Directors present: Randy Farmer, Chair; Dave Brond, Vice Chair; Ellen Roberts, Secretary; Ellen Wolf, Treasurer; Robert Varipapa, Immediate Past Chair; Charlisa Edelin; James Griffin; Nancy Karibjanian; Leslie Newman; George Watson

Directors absent: Chanta Howard Wilkinson; Drew Fennell, Michael Sigman

Others present: Pete Booker, general manager; Jane Vincent

No members of the public were present.

Call to order: Mr. Farmer called the meeting to order at 12:02 p.m.

Finance Report: The September 30, 2022, balance sheet; the profit and loss report of budget vs. actuals through September 30, 2022; and a report comparing profit and loss for the first quarter of 2023 with the first quarter of 2022 were distributed prior to the meeting. Mr. Farmer noted that Jennifer Cornell was unable to attend and provide a financial report, but that staff and the Executive/Finance Committee continue to track revenue and expenses to ensure the organization is not being exposed to undue financial risk. Mr. Booker noted that a number of FY23 projected expenses won't be incurred until the second half of the fiscal year. He will ask Ms. Cornell to email the board a report with explanations of variances and her insights on finances to date.

Delaware Community Foundation Fund: Ms. Vincent reported that DPM's fund at the Delaware Community Foundation was opened with an investment of \$50,000.

Credit Card Policy: A policy governing the use of organization-issued credit cards, prepared by the Executive/Finance Committee, was presented as a matter of information. It was suggested the draft be amended to include provisions that:

- Specify a deadline for when staff must reimburse DPM for personal expenses they incur on the corporate card, and note that such expenses may be deducted from wages if the deadline is missed.
- Designate who has authority, such as the general manager, to decide who may use the corporate card.
- Clarify the timeframe for submitting receipts to coordinate with the card's billing cycle.
- Address tax implications, if any.

Revised language will be circulated to the board.

Fundraising: Ms. Vincent reported that:

- The 10th anniversary fund drive raised \$10,500 from 58 donors. To date the fall fund drive has raised \$11,000 from 53 donors; the fall drive will close in the next week. Typically, we need 90 or more donors in order to achieve a target of \$15,000.
- We need new donors; we currently have about 500. A donor acquisition mailing to approximately 10,000 potential donors is planned in conjunction with Greater Public for late October/early November. This mailing will go to individuals who have never donated or are lapsed donors.
- The year-end campaign will ramp up in mid-November. The first \$15,000 we raise is eligible for a dollar-for-dollar match from NewsMatch; the Wyncote Foundation will match \$10,000; so the first \$15,000 we raise will be eligible for a total of \$25,000 in matches. This is likely the last year we will qualify for the NewsMatch match, as organizations with budgets that exceed \$1 million are ineligible for the match
- Anyone who has made a donation in the past three months will not receive this mailing. Board members are asked to add names and addresses to the “DPM Complete Database Constituent Report” (access to which was shared previously), and to fill out the columns (columns M and N in the file) to add personalized sticky notes, which the system will generate. A link to the database will be sent again, with input from board members needed by the last week of October. This database contains sensitive information that should be kept confidential.
- Grant requests have been submitted to the Longwood Foundation for \$425,000 and to Crystal Trust for \$50,000. We expect decisions by mid-December. These requests primarily were for capital funding to support the tower/signal improvements and the studio relocation. The Longwood application also requested funds to support marketing activities.
- Additional opportunities being explored include a \$20,000 request for capital funding from the Delaware Community Foundation and an application to the Crestlea Foundation, which is due in January.
- Board approval requirements for requesting Grant-In-Aid funding have changed, as noted in the application resolution distributed for consideration. We requested and received \$225,000 for the current year; we are considering requesting as much as \$250,000 this year.

MOTION: On a motion made by Dr. Varipapa and seconded by Mr. Brond, the board unanimously approved applying to the State of Delaware for up to \$250,000 in fiscal year 2024 Grant-In-Aid funding, and designated the general manager to act as DPM’s representative and submit an application for Grant-In-Aid funding on DPM’s behalf by the deadline of December 1, 2022.

Promotion/marketing/advertising: Mr. Booker reported that the Sociable Consulting contract has been increased from \$7,500 per month to \$10,500 per month to accommodate additional design and digital media work.

By adding \$200 per month to our Nielsen contract, we have gained access to TAPSCAN, which gives us online access to more granular ratings data, including the number of people listening via streaming—which currently is about 1,000 people per week.

Responses to our landmarks contest and other data indicate that we have good geographic representation across the state among users.

A billboard promoting the mobile app is in a highly visible location on I-95 south near the start of the viaduct and will continue through the end of November. The message on the billboard has been tweaked and will be updated in the coming days. Ms. Vincent shared a screen shot of the new version.

Ms. Vincent reported that there have been 645 downloads of the DPM mobile app as of October 13.

Facility move and DSU: Mr. Booker reported that progress on moving to DSU's athletic annex is slower than expected, but we hope the move can be completed this fiscal year. The Welfare Foundation has already granted funds for a generator at the new site. Discussions continue with DSU regarding their portion of associated expenses.

Mr. Booker and Dr. Edelin are exploring potential content creation opportunities for DSU students, including a business news program.

Ms. Vincent reported that we are waiting for DSU to execute a multiyear contract, as UD has done.

Operations update: Mr. Booker has assumed all day-to-day operations with consultation from Ms. Vincent. Meetings with staff and key providers will be completed by year-end. Weekly meetings are occurring with Peter Duvall and a new underwriting tracker tool is being developed. NPR and CPB seminars are occurring two to three times per week. Greater Public and PRADO (Public Radio Association of Development Officers) have been helpful resources. He is gaining familiarity with our tech platforms as well as the content, formats, and "clocks" of non-local programming in order to consider opportunities for improvement. The Nielsen TAPSCAN software will help us identify optimal timeframes to add local content.

Signal acquisition/strengthening: Mr. Griffin asked for an update on signal acquisition activities, noting he hears from potential donors who are reluctant to give because they are frustrated by DPM's weak radio signal and limited coverage area. Mr. Booker reported that the FCC approval we received earlier this year will allow us to boost our signal strength from 2,300 watts to 15,000 watts and improve our directional reach in Sussex County south into Lewes, Rehoboth, and possibly Bethany Beach, as well as westward toward Milton and Seaford. It's likely coverage will also improve to the north; the signal will be stronger in Smyrna and will likely reach the Odessa area. The timeframe for achieving this depends on the receipt of funding. Once funding (or the majority of it) is in place, the actual construction will take 90-120 days to complete. It is premature to discuss this in year-end fundraising, but would be a good addition to spring 2023 fundraising messages.

Committees: Mr. Farmer noted that the Development/Marketing Committee and the Governance/Nominating Committee need chairs, and that board involvement is needed on the Community Advisory Board. He asked for volunteers; otherwise, he will appoint members. The work of the ad hoc Reorganization Committee is complete and that committee has disbanded.

Upcoming meetings: The next board meeting is scheduled for Friday, December 16, at 12:00 noon. Mr. Farmer would like to arrange an in-person, social meeting as well, possibly between Thanksgiving and mid-December.

Adjournment: On a motion made by Ms. Wolf and seconded by Mr. Griffin, the board unanimously agreed to adjourn the meeting at 1:25 p.m.

Respectfully submitted,



Ellen J. Roberts
Secretary
Delaware First Media Corporation

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