

**Meeting of the
NEPM Board of Directors
Monday, October 3, 2022
Public Session Meeting Minutes
Via Zoom**

Pursuant to the NEPM Bylaws, *Section 3.17 Telephone Conference Meetings*, a meeting of the NEPM Board of Directors was held via Zoom Meeting on Monday, October 3, 2022, Susan Fentin, Chair. Those members attending by telephone or Zoom are marked with a "#".

Aaron Vega, Director	Lydia Martinez, Director
#Carlo Centeno, Director	Marcos Carreras Director
#Crist Myers, Vice-Chair	#Matt Abramovitz, NEPM President
#Donna Ross	#Matthew Landon, Director, Treasurer
#Evie Kintzer, WGBH Director	#Robyn Newhouse, Director, Chair, NGC
#Jessica Atwood, Director	#Sarah Pfatteicher, Director
#John Armstrong, Director	#Sharon Davenport, Director; Chair, Development Committee
#John Kennedy, UMass Director	#Susan Fentin, Chair
#Laura Wright, Director	#Tim Loew, Director, Secretary, Clerk
#Liza Henson-Hernandez, Director	#YoungHee Chudy, Director
#Liz Roberts, Director	

NEPM staff also in attendance: Anthony Hayes, COO and General Manager; Deepa Krishna, Director of Finance and Accounting; Vanessa Pabon, Senior Director, Education & Community Engagement; Bruce Stebbins; Multimedia Account Executive; Liz Roman, Managing Editor, News; Dawn Hawk; Membership Director; Iohann Vega; Director, Media Lab; John Voci; Senior Director, Radio; Lynn Page, Managing Director, Media Operations; Marie Waechter, Director, Events & Audience Engagement; Patrick Carpenter; Sarah Monson, Asst. Director, Donor Engagement & Planned Giving; Susan Lofthouse, Leadership Circle Manager; Vanessa Cerillo, Senior Director Marketing Communications & Events; Walter Clune, Development Associate; Zoe Naglieri-Prescod, Education Production Associate; Ilana Goldin, Administrative Assistant; and Joyce Skowyra, Executive Assistant, recorded the minutes.

Additional attendees: Chris Fornier, CAB; Lucila J. Santana, CAB; Paul Lambert, Emeritus; Diane Troderman; Sue Monks, Emeritus; Michael Marcotte, guest; Zayna Basma, The MassINC Polling; Rich Parr, The MassINC Polling; Ellen Freyman former NEPM Director

- Chair Fentin convened the meeting at 5:33 p.m.
- Chair Fentin asked for a motion to approve the June 22, 2022 Board Meeting minutes.
 - Moved by Carlo Centeno. Seconded by Jessica Atwood. All approved. None opposed.
 - Motion passes.
- Robyn Newhouse, Chair Nominating Governance Committee.
 - Review, Discuss, Vote on the following Slate of Nominations:

- New Board Member Sarah Carlan, Board Officers, and Standing Committee Chairs.
 - Robyn asked for a motion to approve Slate as presented.
 - Moved by Carlo Centeno. Seconded by Jessica Atwood. All approved. None opposed.
 - Motion passes.
 - Robyn asked for a motion to approve the Slate of CAB Members. The CAB subcommittees have been combined into the CAB. There are 30 members.
 - Moved by Jessica Atwood. Seconded by Susan Fentin. All approved. None opposed.
 - Motion passes.
- Matt Abramovitz – President’s Report
 - Matt welcomed new staff members: Patrick Carpenter, Sr. Director of Development; Walter Clune, Development Associate; and Ismary Santiago-Lugo, Early Education Program Manager.
 - Congratulated NEPM/UMass staff for length of service: Katie Wright, 20 years; Bart Rankin and Chris Daly, 30 years; and Kari Njiiri, 40 years.
 - Thanked Liz Cheng and Manuel Frau-Ramos for their service on the Board.
 - Congratulated Jill Kaufman, Nancy Cohen, and Tema Silk for PMJA awards and Karen Brown for a Regional Murrow Award.
 - Congratulated Connecting Point for a Communicator Award – Silver Award of Distinction for *Divided: Scenes from Inauguration 2021* and a Telly Award for *The Intersection of Art & Politics on the Road in Pittsfield*.
 - The September membership drive goal was surpassed. It’s the first time more than \$100k was raised in fewer than 7 days.
 - Giving Tuesday is scheduled on November 29th.
 - Highest priority this fall is to work with the team to create a roadmap for where to go as an organization, and how to get there.
 - In the coming weeks will share thinking with the broader NEPM team and some of Board members. Focus is on the following three main goals:
 - Building a constant portfolio that makes that makes NEPM the indispensable guide to western Massachusetts and the surrounding area.
 - Stabilizing our finances and operations so we can be financially self-sufficient within five years.
 - Creating a culture that makes NEP a destination for people who want to do great things at all levels and all departments in all areas.
 - Listening Tour has and will help to inform our strategy, and the programming that follows.
 - Preliminary report from MassINC Polling shows that people up and down the valley are looking for a greater sense of connection. That is one of the things that public media is so good at providing. Being in a new building, NEPM will be multi-platform, but will be what we are today; scrappy, innovative and deeply local.
- Anthony shared 44 Hampden Street building updates.
 - Move into the building will occur in stages, we don’t have a firm date as of yet.
- Richard Parr and Zayna Basma, MassINC Polling.

- Rich and Zayna shared their presentation. It is available on the portal.
- Donna Ross asked about the data. Rich said they will do a quantitative survey in the future that will give much more realizable data in terms of gender, age, race, residence, education level, etc.
- Matt Landon asked a question regarding listenership as it relates to geography. Rich said the data tells us there's room for NEPM to grow.
- Chair Fentin asked for public comment.
 - Diane Troderman asked about NEPM sponsoring an event. Does it mean we are supporting the event with funds money or just with media? What does it mean when she sees our name NEPM with another organization?
 - Matt said typically there's no money changing hands, but it's a partnership where NEPM will do promotion on our air, website, and newsletters, etc., through NEPM's Development team, reaching out to donors, and in exchange we might get preferential seating at the event or first dibs at tickets. We see that as aligning ourselves with folks that have a common interest and common causes within the community. This is what we would describe as a media partnership.
 - Diane asked if the CAB would come to NEPM to recommend an event, i.e., is that their main goal?
 - Matt said every time we get a little bit of advice on things, something interesting or compelling or must-see event or must attend, that's great information, and we'd love to help, amplify, and elevate that work.
 - Carlo Centeno spoke about the public forum. As champions of both institutions (NEPM and the Public Forum), it behooves him as a Board member to spread the word about associations if there's a commonality. Encourages attendance to a public forum. Everyone should at least create some noise, whether through blogs or emails, or even in day-to-day conversations.
- Susan read the following Thank You from Martin Miller, former NEPM President
 - September 30, 2022, Dear NEPM Board, and Emeritus members and staff, I am extremely grateful to you for the wonderful retirement celebration in June, and for the gifts of a weekend in New York City. The party was great fun, and appreciated not only by me, but my family and friends as well. Brenda and I have booked an Airbnb in Manhattan in November. We're in the process of choosing a show for shows to attend in a restaurant for restaurants for dinner, I remain devoted to the future success of NEPM, and I hope to see you soon. Warmest thanks and wishes, Martin.
- Chair Fentin called to adjourn the Public Session at 6:41 p.m.
 - Carlo Centeno moved. Robyn Newhouse seconded. Meeting adjourned.

Submitted by:

Joyce M. Skowrya, NEPM Executive Assistant