

WCBU Community Advisory Board
Meeting Minutes
January 12, 2022

Board members present via Zoom:

John Lamb, Chair
Becky Doubleday, Acting Recording Secretary
Jennifer Essig
Lenora Fisher
Tom Mellor
Sara Netzley
Todd Popham
Jim Runyon
Bill Shock
Jessica Thomas
Kiran Velpula

Ex-officio attendees:

RC McBride, WCBU General Manager
Jennifer Armstrong, WCBU Individual Giving Director
Anna Chumbley, WCBU Corporate Support Director
Ryan Denham, WCBU Content Director

John Lamb called the meeting to order on Zoom at 4:02 p.m.

Minutes: November 10, 2021 board meeting minutes were approved as read

Message to Bradley: John Lamb reports that he has sent a letter to Bradley University president, Stephen Standifird, in support of the university's new strategic plan, explaining that the WCBU Community Advisory Board (CAB) is in the process of developing an aligned strategic plan for WCBU that is student-centric and community focused. Our station strategic plan will be similar to a plan WGLT created with Illinois State University. More information on the Bradley University strategic plan is available at <https://www.bradley.edu/sites/strategicplan/2021>.

2022 Board Elections and Recruiting: John Lamb requests that the CAB begin the nominating process for a new slate of officers to be voted on in May 2022 for a July 2022 start of a year-long term. Officer slots available are Chair, Vice Chair, Nominating Chair and Secretary. Send officer nominations to Jennifer Essig. Self-nominations are welcome. There are also three open board member positions. Former board members are welcome. Send suggestions for board nominations to John Lamb and Jennifer Essig.

Bylaws Amendment Proposal: John Lamb says there is a written proposal regarding a bylaws amendment is being circulated to board members. The proposed term limit change would negate the rule of limiting board members to two consecutive terms if there were open seats available on the board. The CAB will be voting on the measure in March 2022.

2022 Planning: The CAB will continue to meet virtually via Zoom at the next CAB meeting in March 2022. The issue will be revisited again at the March meeting in the hopes that the following CAB meeting in May can be done in person.

GM Report: RC McBride will be sending out soon a link to a shared Google drive folder for the CAB to access shared resources. Having this drive will help also in preparation for station strategic planning, which is expected to happen in April 2022. More information on strategic planning will be forthcoming.

Staff Report/Content: Ryan Denham reports WCBU is airing a new five-part series on healthcare works starting the third week of January on All Things Peoria. Longtime local reporter Steve Tarter is also hosting a new history series for All Things Peoria. A new Tory Dahlhoff series on local agriculture has also kicked off. WCBU is working with local print publication *The Community Word* on potential content development. Another local media collaboration is in the works with radio station WAZU on the local celebration of Juneteenth in 2022. There was a CAB request for possible guest speakers from *The Community Word* and WAZU at a CAB meeting to understand more about how these media outlets are serving the community.

Staff Report/Development: Jennifer Armstrong reports that WCBU is poised to reach this fiscal year's individual fundraising goal of \$300,000 as well as the news match cap. Anna Chumbley reports that Charles Schwab is providing corporate support for All Things Peoria for 2022. On Deck is also now sponsored and Food Trek is being underwritten by Growmark and the Farm Bureau. Work is in progress to get sponsorship for 1) Out & About and 2) new healthcare coverage. As for special events with "stars of NPR" in 2022, there is a desire to possibly schedule something, but there's continuing uncertainty with scheduling due to the pandemic.

Public Comment: There was no public comment at this meeting.

Meeting adjourned at 5:04 p.m. by John Lamb.

Next CAB meeting is on Wednesday, March 9 at 4 p.m. via Zoom