



**WVIA Board of Directors Meeting Minutes
October 3, 2025 at 10:00 AM
100 WVIA Way
Pittston, PA 18640**

Attending:

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|------------------------------------|---------------------------|
| Dennis Cheng, Vice Chair | Grace McGregor Kramer |
| Jose de los Rios | Gertrude C. McGowan, Esq. |
| Peter Frieder | Holly Morrison |
| Justin Genzlinger | John Pullo, Sr. |
| Robert T. Kelly, Jr., Chair | Lili Rosenstreich |
| Jon Kirkwood | Jan Alexander Wessel |

Excused:

Patrick Marty
Karen Murphy
Andrew Sordoni

WVIA Staff:

| | |
|---------------|--------------|
| Vicki Austin | Chris Norton |
| Kristen Clark | Ben Payavis |
| Joe Glynn | Mary Price |
| Carla McCabe | Kate Sickora |

Guests:

Baker Tilly:
Mike Wascura/Andrea Caladie

A quorum was present.

Mr. Kelly called the meeting to order at 10:05 AM.

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

- ✓ June 6, 2025 Meeting Minutes
- ✓ Recommendation to nominate Carmen Magistro to the Board of Directors

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

Mr. Wascura from Baker Tilly presented the audit findings.

- Audit conducted as planned and previously communicated.
- Cooperation was received from members of management.
- The financial statements are fairly presented in accordance with Accounting Principles Generally Accepted in the U.S.
- All appropriate disclosures have been properly reflected in the financial statements and footnotes.
- Refer to footnote eighteen.

- No material weaknesses identified.
- There were no unrecorded audit adjustments.

A motion was made by Ms. Morrison to accept the audited financial statements for as presented. Ms. McGregor Kramer seconded. With all in favor, none opposed, the motion passed.

Mr. Kelly shared that the 990 will be filed in May 2026.

Ms. Morrison reported that our portfolio currently holds a balance exceeding \$31 million. She noted that we are experiencing a strong year to date, though Goldman Sachs anticipates a moderation in growth in the upcoming quarter.

Ms. Morrison also expressed her appreciation to Mr. Wessel for assuming the role of Vice Chair of the Audit and Finance Committee.

Ms. Sickora gave a campaign update.

The total campaign total to date is over \$7.3 million. Our total for the capital goal is over \$7.1 million, and our programming total stands at \$150,000. The total needed to reach campaign goal is \$2.6 million.

We currently have four outstanding proposals totaling \$950,000.

Ms. McGregor Kramer asked how we differentiate the asks for campaign and operating. Mr. Kelly stated that we are careful with how we communicate when asking for gifts.

Ms. Sickora shared that phase II of the construction will begin next spring and will include additional parking spaces, a new roof, planters for security purposes and outdoor seating. Ms. Sickora stated we have already matched the \$750,000 RACP. Ms. McCabe added that phase I had to be completed and closed before starting the next phase.

Ms. Sickora said there has been an uptick in membership and we are planning a I Stand with WVIA Lapsed Member Telephone Campaign. She stated we will need support from community volunteers and our Board of Directors if schedules permit. More information to follow. There has also been a huge growth in Insider Society members. We currently have 137 members.

Ms. McCabe shared that we won five Mid Atlantic Emmys including the Overall Excellence award and two NETA awards. Roger DuPuis and Sarah Hofius Hall will attend the Keystone Media Awards in Harrisburg on October 16th in Harrisburg. Ms. Hofius Hall will be awarded first place in news beat reporting for her coverage of the education beat.

Ms. McCabe stated we are in partnership with the entertainment side of FOX to do a local sports podcast.

Ms. McCabe also shared two upcoming events. The Conversations for the Common Good -PA Judicial Independence taping and reception on October 6th and Be My Neighbor Day on October 18th.

Ms. McCabe will be attending the PBS Board meeting next week and will update the Board when she returns. She stated that WPSU is closing in June 2026. WHY?Y's proposal has been turned down but they are waiting for word on a new proposal.

Mr. Norton and Ms. McCabe congratulated Mr. Payavis on his 30th anniversary at WVIA.

Mr. de los Rios stated at the Planning Committee meeting the group discussed increasing membership. We currently have 15,000 members and we would need to increase it to 25,000 to close the gap on the federal funding loss. This is a large effort, and the team is working on initiatives.

Mr. Kelly noted that during the most recent radio drive, Mr. Cheng and Mr. Frieder offered a matching contribution, which was highly successful. As a result, he, and Mr. Wessel plan to provide a matching contribution for the upcoming drive.

Mr. Kelly reported that last Saturday's Oktoberfest was a highly successful event, generating \$18,000 in contributions for WVIA and brought in new members.

Ms. Morrison asked if the Board could be notified as soon as events are planned so they can add to their calendars. A suggestion is to use a shared calendar in Teams.

Ms. Genzlinger asked about state funding. Ms. McCabe said they are trying to carve out ways to work with individual state departments.

Ms. Austin said that EITC funding has not been affected so if anyone would like any information regarding EITC please contact her or Friends of Education.

Ms. Morrison inquired about what the Board should be doing to increase its engagement with social media. In response, Mr. Zellers encouraged members to download the organization's app and to share events relevant to their regions. Mr. Jennings emphasized the importance of promoting our social media content to help raise awareness of our mission and offerings.

Mr. McGregor Kramer suggested Substack as a possible revenue stream. Substack is a media platform for video, writing, podcasts, and creator-centered communities, all powered by subscriptions.

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 Mr. Pullo to adjourn the meeting at 11:56 AM. Ms. Rosenstreich seconded. With all in favor, none opposed, the motion passed.

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