



Board of Trustees Meeting
Tuesday, April 22nd, 2025
5:30-7:30 pm
Location: Hybrid-Vestal/Zoom

Board Members in Attendance: Linda Biemer, Ian Harrop, Ann Marie Adams, Jill Shea-Feury, Renata Dabrowska, Darryl Wood, Rohan Jayasena, Duane Spilde, Carl Speicher, Diana Riesman, Juan Vazquez- Leddson, Carol Beechy, Dave Radin, Daniel Norton, Anne Bailey, Beth Bossong, and Maria Strinni

Absent: Allen Buyck, Rob de la Fuente

Staff: Andy Pioch, Michael Micha, Crystal Sarakas, Brieanna Moreno, Amelia Pena, Natasha Thompson, James Godleski, Carol Young, Chris DiRienzo, Tom Mangnarelli, Christine Dempsey, Peter Zayac, Bob Proehl, and Rich Maynard

Interns: Vikasini Nandhakumar & Aashima Sharma

- 1) **Welcome and Check-in**, *Linda Biemer*, 5:30pm
- 2) **Announcements**, *Linda Biemer*
 - a) There were no announcements.
- 3) **Review and Approval of February 25th, 2025 Minutes**, *Linda Biemer*

Beth made a motion to approve the minutes. Dave seconded the motion. All were in favor. No objections or abstentions. The minutes are approved.
- 4) **Management Report**, *Natasha Thompson*
 - a) Carl asked why local programs are being purged by CentralCast. Stacey answered that there were some equipment failures, but we aren't 100% sure why this is happening. She is looking into it. Chris added that having the NAS system in place has been helpful to mitigate potential loss.
 - b) Ian asked Andy Pioch about prioritizing projects. Andy said that it's great to have so many projects, but they have to be mindful of the team's capacity.
 - c) Ian asked Bob about the "Ground Game" comment in the report. Bob explained that he was referring to the fact that we don't have already established relationships in certain communities which can hamper our ability to draw a crowd to some off-site events.
 - d) Linda added it was great to hear about the collaboration between departments.
- 5) **President & CEO Report**, *Natasha Thompson*
 - a) Natasha reviewed her report with the group. There are several positions open currently. The DTP Project kicked-off in March and will be going through the end of the year. The Spring Membership Drive was very successful bringing in \$148K

from over 760 donors. Natasha thanked all who were involved both on-air and off.

- Dave complimented the on-air talent and said this gave him a lot of optimism.
- Rohan really liked the hourly goals. He thinks this had a positive impact.
- b) Natasha shared that we have reason to believe that the Trump Administration is planning to send a rescission package to Congress this week. Typically, Congress has 45 days to respond to a rescission request, but the Administration wants an answer by May 5th.
 - Ian asked how many of the local representatives support us and if there anything that Board Members can do to help support those in Congress who haven't made a position clear. Natasha shared that we have been promoting Protect My Public Media as an advocacy resource.
 - Duane added that Kirstin Gillibrand will be bringing this to the Senate. He sent letters to every member of the Senator's Appropriations Committee. Carol added you could write letters to the editors of the local newspapers. Rohan suggested that we ask on radio for folks to reach out to their elected officials.
 - Juan asked if spots can be specific to the type of programming? Beth added that we could add something around PBS kids.

6) **Board Education,**

- a) Bob introduced Vikasini Nandhakumar & Aashima Sharma, our BU interns for this semester. They shared their recommendations to improve the website and our YouTube Channel with the board.
 - Darryl asked if existing YouTube content would be deleted or just moved. Bob replied that the content will be moved. Is content different for different demographics? They said yes. That's what WSKG has to work on.
 - Juan asked how difficult it would be to implement the changes to the website. Bob shared that it would be a challenge because we use Grove which is owned by NPR.
 - Beth asked for a target date. Bob said they are starting with the website for now and moving on to YouTube later.
 - Dave complimented the work that the team is doing. He wants to talk at a future meeting about all of the stuff that they want to do and how we could finance it. Natasha added that we've suffered from a lack of investment for a long time and that we will have to make some strategic investments to ensure relevance.

7) **Committee Reports**

- a) Executive Committee, *Linda Biemer*
 - Linda shared that the Executive Committee discussed possible cuts to federal funding. She noted that the board will go into executive session to discuss the annual CEO review.

- b) Finance/Audit Committee, Carl Speicher
 - Carl reviewed the financials with the board. He noted that revenue is down. Operating budget is ahead of projections, but not as good as last year.
- c) Governance/Nominating Committee, Dan Norton
 - Dan shared that the Governance/Nominating committee has been focused on board member recruitment. They plan to present a slate of candidates in June. They also reviewed a Confidentiality Policy for the Board and Staff.
- d) Endowment Committee, Darryl Wood
 - Darryl shared that the Endowment Committee is meeting next week. We will be reviewing the endowment, which is currently down due to the downward trending market.
- e) Development Committee, Carol Young
 - Carol shared that the Development Committee reviewed and approved the Confidentiality Policy which then went to the Governance/Nominating Committee. They also discussed developing a Naming Policy which will be reviewed and approved at the upcoming May meeting. Committee members are currently working on thanking donors and hope to wrap up that project next month.
- f) Infrastructure Committee, Chris DiRienzo
 - Chris shared that the NAS system is up and running and being utilized. The Engineering Team has been working on naming conventions and discussing the possibility of adding a MAM system.
 - The Committee also discussed selling the Savona tower. They are getting an evaluation to see how much it is worth and if we could potentially sell.
 - (1) Darryl asked for more information about the tower. It is not essential to our operations. We have not utilized it in over 13 years.
 - (2) Ian asked if the IT security assessment would be done by an internal or external team? Chris said that it would be internal with the help of the Infrastructure Committee.
- g) Ad Hoc Bylaws Committee, Dan Norton
 - The committee is going to do some final cleanup next month and present it to the board in June. They met with Tom Conlon at HH&K to ensure legal compliance.
- 8) **Chairperson's report, Linda Biemer**
 - a) Linda had nothing else to report.
- 9) **Open Discussion, Linda Biemer**
 - a) There was no open discussion.
- 10) **Public Comments, Linda Biemer**

a) There were no public comments.

11) **Executive Session**, *Linda Biemer*

a) The Board went into Executive Session to discuss the annual CEO Review at 7:03pm

12) **Adjournment**, *Linda Biemer*, 7:49pm

The meeting was adjourned following the Executive Session.