

**Delaware First Media Corporation**  
**Board of Directors Meeting, December 16, 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, December 16, 2022, via Zoom video conference call.

**Directors present:** Randy Farmer, Chair; Dave Brond, Vice Chair; Ellen Roberts, Secretary; Ellen Wolf, Treasurer; Leslie Newman; Michael Sigman; George Watson; Chanta Howard Wilkinson

**Directors absent:** Robert Varipapa, Immediate Past Chair; Charlisa Edelin; Drew Fennell; James Griffin; Nancy Karibjanian

**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 12:05 p.m.

**Bylaws revision:** We need to amend the bylaws to reflect that we now have a general manager. An agenda item proposed that we change specific mentions of “President” in the bylaws to “President/General Manager.” The provision for amending the bylaws (Section 12.01) requires an affirmative vote of a two-thirds percentage of all of the voting Directors in office. We currently have 13 directors; 9 would constitute a two-thirds percentage. As only 8 directors were in attendance, no motion was made, nor was a vote taken, on this matter, and it was deferred to a future meeting.

**Financial report:** Mr. Booker reviewed actuals through November and projections for the rest of the year, as well as a revised budget, both of which indicate our projected deficit in FY23 is likely to be considerably less than originally anticipated. The November numbers do not reflect the Longwood Foundation grant or the ChristianaCare sponsorship. On the revenue side, while we may not hit our sponsorship goal, grant funding is ahead of budget. On the expense side, we have delayed hiring the second underwriter, delayed hiring the office administrator, and changed the office administrator position to half-time. Program expense is ahead of budget due to election coverage. Employee benefits expense is less than budgeted because fewer employees are taking the benefits. Other expense variances are due to timing. A portion of the Longwood grant and expenses related to the transmitter improvements should be moved out of the operating budget into a capital budget.

**Fundraising:** Ms. Vincent reported that:

- The fall fund drive raised more than \$18,000 from 103 donors, 17 of whom were new and 8 of whom were recurring. Donations ranged from \$15 to \$1,542; the average was \$183. Two-thirds of the donors gave online.
- To date the year-end fund drive has raised more than \$32,000. We are on track to be eligible for \$30,000 in matching funds from the Wyncote Foundation and NewsMatch. We

raised nearly \$7,800 on Giving Tuesday, and we raised more than \$6,000 on Delaware Day. We should consider holding a Delaware Day campaign annually.

- We received \$275,000 from Longwood. Requests are pending to Crystal Trust for \$50,000 and to the Delaware Community Foundation for \$25,000. Our Grant in Aid request is \$240,000.
- Mobile app downloads total 798.

Mr. Farmer asked for a monthly comparison of donor numbers and amounts giving over a 13-month period to see if patterns emerge. Mr. Sigman said it would be helpful to receive guidance on the question of making a single annual gift vs. supporting specific fund drives vs. making a recurring donation. Mr. Booker indicated that his practice is to concentrate most of his giving to a specified organization at one period such as year-end, and to make modest contributions during other interim fund drives.

**Promotion/marketing/advertising:** A review of digital statistics showed that activity has returned to pre-pandemic levels. The board discussed the need to monitor our relationship with Twitter to determine if our presence there aligns with our business objectives. Mr. Sigman complimented the news team on their coverage of the I-95 carjacking/shooting.

**Facility move:** Plans remain on hold pending action by DSU.

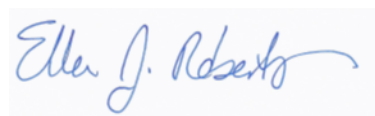
**Operations update:** Mr. Booker reported that recruitment of the office manager and second underwriting manager has been pushed to January. Kelli Steele will be out for surgery from January 4 until February 10; she will broadcast from home as she is able, with support from Quinn Kirkpatrick. One-on-one staff meetings are underway. Plans are in progress to launch the "Climate One" and "Delaware Business This Week" programs in January.

**Upcoming meetings:** Future board meetings are scheduled for 12:00 p.m. on the following Fridays in 2023: March 10, June 9, September 8, and December 8.

**Other business:** The board expressed its condolences to Nancy Karibjanian on the loss of her sister.

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

Respectfully submitted,



Ellen J. Roberts  
Secretary, Delaware First Media Corporation