



WVIA Board of Directors Meeting Minutes
March 7, 2025 at 10:00 AM
295 Centerpoint Blvd.
Pittston, PA 18640

Attending:

Dennis Cheng, **Vice Chair** Patrick Marty
Jose de los Rios Gertrude C. McGowan, Esq.
Peter Frieder Karen Murphy
Justin Genzlinger John Pullo, Sr.
Robert T. Kelly, Jr., **Chair** Lili Rosenstreich
Jon Kirkwood
Grace McGregor Kramer

Excused:

Holly Morrison
Andrew J. Sordoni
Jonathan Weis
Jan Alexander Wessel

WVIA Staff:

Vicki Austin Carla McCabe
Kristen Clark Chris Norton
Faith Golay Ben Payavis
Joe Glynn Mary Price
Jim Jennings Chris Zellers
Jen Kindler

A quorum was present.

Mr. Kelly called the meeting to order at 10:04 AM.

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

✓ December 6, 2024 Meeting Minutes

A motion was made by Mr. Marty to approve the December 6, 2024 meeting minutes as presented. Ms. McGregor Kramer seconded. With all in favor, none opposed, the motion passed.

Ms. McCabe shared her president's report.

Ms. McCabe gave an update on the APTS Summit she attended this week.

Ms. McCabe mentioned that she had a brief conversation with Senator McCormick but met with the staff members of Representative Meuser, Senator Fetterman, and Representative Bresnahan. She has since then followed up to schedule local meetings.

Ms. McCabe attended a session regarding the FCC and Regulatory Issues. She said it had four attorneys including Meg Miller from Gray Miller Persh and was very insightful.

Ms. McCabe also attended a CEO panel discussion that included Patricia Harrison, President and CEO, CPB; Paula Kerger, President and CEO, PBS; Katherine Maher, President and CEO, NPR; and Kate Riley, President and CEO, APTS. Ms. McCabe mentioned that no new updates were provided, and they emphasized that all parties are working together. Additionally, she stated that our communication plan has been prepared, but no actions are being taken at this moment.

Ms. McCabe will attend the PBS Board meeting next week and will relay any new information she receives. She also noted that Goldman Sachs has provided an update on tariffs, which is included in their packets. Additionally, she mentioned that the building project is progressing on schedule, and there will be only one more Board meeting held at Benco.

Chris Zellers then shared that we have new digital offerings. WVIA Create and NHK World Japan are now available on wvia.org and WVIA and PBS Apps. We also have new live and on demand distribution platforms. WVIA TV Live stream is now available for free on Amazon Prime Video and the PBS App/PBS Passport now available on Comcast Xfinity boxes. We are currently working on a marketing campaign for our social channels and our website to promote these offerings.

Ms. Kindler then gave a campaign report.

The total amount in pledges to date for the capital campaign is \$6.1 million and we have two pending proposals out in the amount of \$1.1 million. Ms. Kindker stated we need to raise 80% of our capital goal before we move back to the building this summer and go into the public phase. Our public phase of the campaign is targeted for July or August of 2025. We have held several hard hat tours over the past months and will be adding more dates for the spring. Our next building the campaign event, will be hosted by Justin Genzlinger and will be held at the Vault in Hawley. Ms. Kindler and Ms. Panuski will be meeting with Mr. Genzlinger at the end of the month and will send more information as it becomes available. Ms. Kindler asked the members if anyone is interested in a hard hat tour or holding a campaign event, please reach out to her or Ms. Panuski.

Ms. McCabe said that Ms. McGregor Kramer will be hosting an event this month with several of her friends. Mr. Kelly also stated that he met with Ms. McCabe and Ms. McGowan yesterday to go over prospect lists. This meeting was very productive and if anyone has names to share with Ms. McCabe or would like to meet with her to go over lists to please reach out.

Ms. Golay then shared a news presentation.

Ms. Golay provided an overview of the news team's mission, highlighting how they engage with the community and the significant impact they have on the counties we serve. Following the presentation, the Board had the opportunity to ask questions and offer suggestions.

Ms. Clark shared it was time to review a new three-year proposal with Baker Tilly for their accounting services. She presented the proposed fees for the years ending June 30, 2025, 2026, and 2027 to the Audit and Finance Committee. She stated that the Audit and Finance Committee approved continued engagement with Baker Tilly by WVIA for audit and tax services.

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 Ms. Murphy to adjourn the meeting at 11:52 AM. Ms. Rosenstreich seconded. With all in favor, none opposed, the motion passed.

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