

MINUTES

WYPR Board Meeting

January 11, 2017 at 5:30 PM

1. Unanimous approval of minutes of November 16, 2016 Board Meeting

2. Chair's Comments – Darcy Carroll, Board Chair

A review of the WYPR strategic plan revealed that the word “independent” was used four times, and other important phrases in the plan include “innovative,” “vibrant,” and “distinctive.”

3. Guest: Kristen Speaker, Executive Director, Charles Street Development Corporation

Ms. Speaker's presentation highlighted development projects completed and being undertaken in the Charles Street corridor and in other areas close to WYPR including Remington, Barclay, and Station North. She noted that improving two elementary schools in the corridor is a priority for major stake holders who want employees to be able to live nearby.

4. Speaker: Kyle Leslie, Director of New Media, WYPR

Kyle presented increases in page views and users of the WYPR web site from 2015 to 2016.

WYPR could eventually reach 2 million page views per year on wypr.org. This is dependent on continued growth in new programming and new content on WYPR web site.

All NPR stations are currently having difficulty tracking which individual podcasts are being downloaded. WYPR has a total of 13,000 downloads per year. Downloads of the WYPR app are also increasing.

Currently 23,000 people are streaming per week. Every day, concurrent users range from 700-800 in the morning and between 3 – 6 p.m., with several hundred during other times. Quality of stream has recently been improved with purchase of TRITON system. COMCAST is working to improve reliability.

5. Development Committee Report – Darcy Carroll for Andy Brooks

Membership raised \$30,000 more in December 2016 than December 2015. 43% of membership income is now from sustaining members. C Jewell, membership director, announced a listener engagement event to be held February 8 at the Mount Vernon Marketplace. Major giving is \$61,000 over income at the same time last year due to additional planned gifts, gift increases, and a new major donor. Grant efforts are being

pursued for upgrading studio equipment, renovation of façade, and expanding Out of the Blocks nationally.

6. Governance Committee Report – Cynthia Berman, Co-Chair

Meadow Lark Washington was unanimously approved as new member of the Board of Directors.

Ms. Washington's term will begin in March 2017 and end June 30, 2019.

Four new members of the Community Advisory Board (CAB) were unanimously approved.

Thomas H. Wise
Talley Kovacs
Wendy Jeffries
Erica Reid-Dixson

7. Outreach Committee Report – Emile Bendit, Co-Chair

Visit to Outward Bound was made on 1/11/17. Next visits are to Planned Parenthood and Bon Secours.

8. Finance Committee Report/President's Report – Tony Brandon

A discussion was held on the potential impact of losing Corp for Public Broadcasting funding. T Brandon noted that WYPR received \$355,000 in CPB funds in 2016. CPB is funded by Congress for two more years. T Brandon also noted that WYPR debt is currently \$2.4 million and will be paid off in 2022.

Executive Session

A portion of this meeting was closed to the public to permit discussion of matters relating to individual employees, proprietary information, confidential advice of counsel, or commercial or financial information obtained on a confidential basis.