

## **WYPR Board Meeting Minutes**

**September 16, 2015 at 4:30 pm**

Attending: Jon Rogers, Tony Brandon, Frank Boston, Darcy Carroll, John Claster, Emile Bendit, Elizabeth Atwood, Peter Toran, Cynthia Berman, Cindy Amitin, Tony Brandon, Cheo Hurley, Gary Levine, Jack Machen, John Prugh, Albert Williams, Tyson King-Meadows (Phone), Sam Penn (Phone)

Absent: Matt Martin, Neil Meyerhoff, Deborah Callard, Bailey Morris-Eck, Andy Brooks

Staff: Susan Warren, Andy Bienstock, Carla Truax, Liza Matthews, Brian Crompwell, Aaron Henkin

### **I. Opening Remarks - Jon Rogers, Board Chair**

Outreach Committee has been retired after having accomplished the goal of building a strong Community Advisory Board. Strategic Planning will be a new committee of the Board.

**Minutes of May 20, 2015 Board meeting were approved unanimously.**

### **II. Development Committee – Liza Matthews, Dir. Of Major Giving for Andy Brooks, Chair**

- Collaboration to pursue potential major donors with NPR continues.
- Grants for renovation of building façade are being sought, budget is \$150-200k.
- More focus will go to promoting planned giving.
- Additional contributions are needed from the Board for a match during September drive.

### **III. Finance Committee – John Prugh, Chair**

- Audit is clean, with no material weaknesses.
- Debt service covenant has been met. Booking \$473K from sustainers this year increased income 7.6%, and HVAC system increased major assets. Overall 24% increase in “net worth.” Audit and IRS 990 are available on WYPR web site.
- YTD income is 37% better than 2014, 18% better than budget.
- Andy Bienstock added that WYPR is one of the top stations in the country in converting to sustaining memberships (members pay a small amount monthly on a credit card)

### **IV. Governance Committee – Cynthia Berman, Co-Chair**

- C Berman nominated D Callard and G Levine to Board positions.

**Callard and Levine nominations to the Board were unanimously approved.**

- C Berman also nominated John Prugh to be Treasurer of the WYPR Board of Directors.

**John Prugh’s nomination as WYPR Board treasurer was unanimously approved.**

- Community Advisory Board is nominating five candidates to be members

**CAB nominees were unanimously approved**

- Several individuals are being considered for the Board. The Board is encouraged to recommend potential board members.

V. Strategic Planning Committee – Peter Toran, Chair

- Plan will be a starting place, will be simple, and part of an ongoing process.
  - Will focus on next 3 years, use quantifiable metrics, and qualitative input.
  - Will help to answer “how are we doing?”
  - Will be reviewed regularly to reflect changes in the marketplace, in the industry, and at the station.
  - Will enable WYPR to think and act strategically.
  - Will include the entire station including staff and CAB.
- C Berman noted the usefulness of having an “audacious goal” along with a reasonable goal.
- P Toran agreed that a vision or aspiration statement was important and asked Board members to send him ideas by e-mail.
- Process will begin shortly and conclude in January.

VI. President's Report – Tony Brandon

WYPR staff is deeply committed to public radio mission.

WYPR Management has made a good faith effort in the past year to address staff concerns.

Staff promotions, better communications, a new employee evaluation process, sharing more information about benefits and expectations with staff, and regular, productive staff meetings are improving interaction between staff and management.

Public radio is healthy and will remain so.

1. Next Media Chip technology.
2. Radio revenues up, and public radio doing well in most markets.
3. NPR ended the year with a balanced budget.
4. WYPR ended FY 2015 with best financial year to date.

WYPR's objectives are to create engaging content, continue strong fiscal management, continue building upgrades, pursue dynamic outreach, use the latest technology, pursue collaboration opportunities.

Audience demographics: employed, active voters, well educated, and supporters of the arts.

With a new strategic plan, additional collaborations, and an increase in podcasting, WYPR will continue to play a major role in the media locally and nationally.

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Executive Session

*A portion of the meeting was closed to the public in order to discuss certain proprietary and other confidential information relating to WYPR's development efforts.*