

Minutes

WYPR Board Meeting

October 5, 2016 at 5:30 p.m.

Opening Remarks - Darcy Carroll, Board Chair

Welcome new board members and membership director Carolyn Jewell.

2017 is the 50th anniversary of the legislation that led to the establishment of NPR whose role it is create unbiased journalism from neighborhood news to international issues. WYPR is a valuable, recognizable brand in the community.

WYPR Strategic Plan

P Toran noted that plan contains broad goals and priorities that can be discussed and changed as needed.

D Carroll added that establishing a new Outreach Committee is one goal of the plan and a committee has been established with leadership from Emile Bendit and Gary Levine.

E Bendit stated that the Outreach Committee will be meeting with community non-profits. 3-4 people will visit 1-2 non-profits per month. Some Board, CAB and Friends members will serve on the committee. A standardized evaluation and reporting form will be completed after each visit.

The WYPR Strategic Plan was unanimously approved and adopted the Board of Directors.

2016 Audited Financials – Albert Williams, Chair, Audit Committee, Member, Finance Committee

Auditors issued a clean opinion with no notes or negative findings. Audit has been sent to each Board member.

Governance Committee – Cynthia Berman

Conflict of Interest Policy has been revised, changing “Executive Committee” to “Governance Committee” in several places. (attached)

Revised Conflict of Interest policy was unanimously approved by the Board of Directors.

President’s Report – Tony Brandon (attached)

WYPR has been busy with collaborations: Chesapeake series is beginning, and proposals are being made for collaborations for Out of the Blocks, and “The Corridor” series with WHYY (Phila) and WBGO (Newark). Over 200 media partnerships are assisting local non-profits. (list attached)

2016 events: David Sedaris, Ira Glass, concerts in Patterson Park, 800 people at the Aquarium, 1 month hosting Story Corps.

Just completed very successful drive. Thanks to Board for their challenge. 70% of 13,000 members are now sustainers. A Bienstock noted that this places WYPR in top tier of stations with sustainers.

Top 25 “heritage” public radio markets are developing or have developed digital marketing capacity. Digital is a new source of revenue.

Guest Speaker: Jim Kucher - Income for Outcomes

There is no restriction on earning money as a non-profit, it just can’t be distributed to shareholders

Income for non-profits can be:

1. Charitable/Philanthropic
2. Earned income

EXECUTIVE SESSION

A portion of this Board Meeting was held in Executive Session and closed to the public in order for the WYPR Board to discuss financial, personnel, and proprietary information.