

WISCONSIN PUBLIC RADIO ASSOCIATION BOARD OF DIRECTORS MEETING
Room 328 NW, Wisconsin State Capitol, Madison, WI
January 20, 2011
DRAFT Minutes

BOARD MEMBERS PRESENT: Katz, Crane, Alden, Dietrich, Gagnon, Gerlach, Gilmore, Jasper, Peterson, Schneider, Sigman, Utley

The meeting was called to order by Vice President Ann Katz at 2:00 p.m.

Welcome and introductions

Katz welcomed attendees who in turn introduced themselves.

Report from the WPRA president

In President Rosewall's absence, Katz recognized and congratulated Mike Crane on his appointment as Director of WPR, and Ginger Alden on her appointment as WPR's Director of Major & Planned Giving; she also acknowledged the board's acceptance of Alden's resignation as a member of the WPRA board of directors.

Crane called attention to written staff reports, with particular recognition of the December micro-drive.

Approval of minutes

Moved by Dietrich moved/seconded by Gagnon to approve the September 2010 Board meeting minutes.
APPROVED.

2:15 PM Public Comment

Fred Milton Olson addressed the board.

No additional comment was received from the public.

2:20 PM Business Meeting of WPRA Board of Directors

Committee Reports

I. Operations Committee – Dietrich

In addition to the action items below, Dietrich reports that the committee is continuing to review opportunities for expanding diversity in the future; reviewing electronic election options for future board elections; and regularly considers changes to WPRA bylaws (their most recent discussion concluded there are no immediate changes necessary).

Actions:

Moved by Schneider/seconded by Alden to approve WPRA's "Policy Regarding Open Meetings Law."
PASSED.

Moved by Dietrich/seconded by Schneider to approve WPRA's "Policy Regarding Procedures for Release of Public Records and Property." PASSED.

Moved by Alden/seconded by Peterson to approve extending an invitation to Larry Graham to finish term of Ginger Alden. PASSED.

Moved by Dietrich/seconded by Schneider to approve extending an invitation to Mary Korkor to finish term of Gary Lichtenberg. PASSED.

Dietrich introduced the topic of "additional telephonic meetings" noting that board member engagement could be enhanced with additional meetings. These meetings, perhaps via phone, could improve awareness of timely matters in a more timely way; could include more regular reports from staff; could be used as 'educational' sessions about emerging issues.

The group agreed that the operations committee will schedule a mid-March teleconference meeting for an update on budget matters. This will serve as a 'trial' occasion to test the idea of more frequent meetings. Additional review will follow.

II. Finance Committee – Patty Stockdale

Actions:

Moved by Schneider/seconded by Gilmore to have WPRA submit Requests for Proposals (RFPs) for the board's 2011 auditors. PASSED.

Moved by Dietrich/seconded by Sigman to accept WPRA's IRS 990 as prepared and presented. PASSED.

Additional discussion: members reviewed the current financial report.

III. Development Committee - Utley

Utley introduced the committee's recommendation that the WPRA Board Challenge be broadened to be used by staff to encourage increased giving by potential major donors.

Action:

Moved by Utley/seconded by Dietrich to allow staff to use a portion of the existing board challenge fund – through end of FY2011 – to challenge \$750 contributors to increase giving to \$1000. PASSED.

IV. Joint Advocacy Committee - Gerlach

Gerlach reported that the day's Capitol Day activities were very successful and demonstrated the joint commitment expressed by staff and board members representing WPR, WPT and Milwaukee public radio and TV. Additional coordination will be pursued throughout the 2011 legislative session.

New Business

WPR's Mary Kay Sherer handed out conflict-of-interest forms; board members will review, sign and return..

Former board member Dave Steele sends his thanks, via letter, for the 9XM book he received as an appreciation gift from the board for his years of service.

It was agreed that future meeting agendas would include time for a WPR Director's report.

Alden thanked the board for her opportunity to serve the WPRA; she now looks forward to supporting WPRA in her new role as a WPR staff member.

The meeting adjourned at 3:25 p.m.