

The Wisconsin Public Radio Association Board of Directors

Meeting time: Monday, November 18, 2013 at 11:00 A.M.

**Meeting location: Educational Communications Board,
3319 West Beltline Highway, Madison, WI 53713**

Members present: (by phone) Chet Gerlach, Kathy Schneider. (In person) Anne Katz, Larry Graham, Dean Dietrich, Mary Korkor, Dave Utley, Ron Dunlap, Katrina Keller, Joan Rudnitzki, Amy Kocha, Laura Jasper, Mary Peterson, Mike Crane, and Michael Sigman.

Members absent: Jeffrey Muse, Dean Gagnon, Barbara Gilmore, Chris Powless

Others present: (by phone) Anne Hovland. (In person) Mary Kay Dadisman, Brigid Hansen, Jason Butler, Malcolm Brett, Gene Purcell.

11:00 Meeting began.

Anne Katz called the meeting to order at 11:10.

Pursuant to Section 19.85(1)(e), Wis. Stats., a motion was made to reconvene in closed session for the purpose of considering the investment of public funds which for competitive reasons requires a closed session, including discussion regarding fundraising activities of the Association.

Moved by: Dietrich

Seconded by: Korkor

All voted yes (roll call vote).

Mike Crane led an introduction and opening comments regarding board fundraising activities.

Dean Dietrich began a review of WPRA strategic plan and core strategies.

Brigid Hansen of Hansen Henley Yoder and Lamb lead presentation of an assessment of WPRA's major giving structure and recommendations for success.

Motion made that WPRA board include as expectation for board membership a willingness to participate in actively supporting WPR staff in reaching its fundraising goals particularly in major gift fundraising.

Moved by Rudnitzki

Seconded by Kocha

Voice vote: passed unanimously

Motion made that the WPRA strategic planning committee develop an appropriate plan to implement the directive of the previous motion.

Moved by Dietrich

Seconded by Sigman

Voice vote: passed unanimously

Further discussion was held about WPR fundraising initiatives.

Motion to adjourn.

Moved by Katz

Seconded by Kocha

Voice vote: passed unanimously.

Meeting adjourned at 4:10 pm.