

**WISCONSIN PUBLIC RADIO ASSOCIATION
BOARD OF DIRECTORS**

Minutes of:

Approved 11/12/14

X Full Board

_ Executive Committee

_ Joint Advocacy Committee

_ Operations Committee

_ Development Committee

_ Finance Committee

Date: Friday, October 3, 2014

Start Time: 11:00 am

Location: Glacier Canyon Lodge, Wisconsin Dells, Wisconsin and by telephone

Members Present:

Dean Dietrich, Mary Korkor, Larry Graham, Susan Tikalsky, Amy Kocha, Mary Peterson, Anne Katz, Ronald Dunlap, David Utley, Jeff Muse, Chris Powless, Michael Sigman

Present by phone: Joan Rudnitzki, Laura Jasper

Others Present:

Gene Purcell, Malcolm Brett, Jason Butler, Renee Messing, Jason Mair, Patty Stockdale, Paul Breen, Rebecca Dopart

Members Excused:

Barbara Gilmore, Katrina Keller, Chet Gerlach, Tim Coburn

1. Welcome and Introductions
2. Report from WPRA President Dean Dietrich
 - a. Welcome newly elected members
 - b. Review of new committee appointments
3. Report from WPR Director Mike Crane
 - a. Utley wonders about promotion of NPR and WPR on WPR air. Crane notes that NPR was bad at that and is working to improve on air promotion.
4. Public Comment Period (15 minutes total, 5 minutes per person)
 - a. One member of the public spoke about the terrorist attacks of 09/11/01 and the possibility of a staged attack by the US government. He handed out materials for review
5. Approval of All Previously Unapproved Meeting Minutes: Minutes of May 19, 2014 and Minutes of June 18, 2014.
 - a. Discussion: none
 - b. Moved: Peterson; Seconded: Graham

- c. Result: Approved
- 6. Committee Reports
 - a. Development Committee – Utley describes that Development Committee will begin to brainstorm ideas for Second Century project.
 - b. Finance Committee – Audit Report was main focus of committee meeting.
 - c. Joint Advocacy Committee – Gene Purcell describes US Senator Johnson meeting in Vilas Hall and highlights his great support of the work of public TV and radio and also his desire to defund public media. Purcell also describes a meeting with Legislator Reid Ribble. Public Media Summit in February preparation and March Advocacy Day preparation. Brett describes federal funding picture; it is happening on a very incremental – not regular – basis. Brett describes public TV broadcast spectrum auction and difficulty
 - d. Operations Committee – Dietrich describes Operations Committee meeting in Appleton and drafting of the Action Plan on Increased Engagement, and also describes discussion of appointment process. Dietrich notes that Operations Committee will review position description of WPR Development Director. Korkor adds that Operations Committee will endeavor to meet more in person.

Action Items

- 7. Motion to Approve Resolution Recognizing Kentzler Gift – See attached.
 - a. Discussion: none
 - b. Moved: Powless; Seconded: Tikalsky
 - c. Result: Approved
- 8. Discussion and possible action on amendments to WPRA Budget
 - a. Discussion: Brief discussion of previous protocol of WPRA approving a “draft” budget in May and then approving a “final” budget in the fall. Current protocol is to approve a budget in May and then approve amendments, if any, in the fall.
 - b. Moved: None.
 - c. Result: No changes to the budget, no motion made.
- 9. Motion to approve audit as presented by auditors.
 - a. Discussion: Messing describes audit process. Auditor’s opinion is that financial statements are presented fairly in accordance with generally accepted accounting principles, also known as a clean audit and what the board would want to see. Stockdale notes a good amount of revenue from bequests. Graham wonders how the 990 document is coming. Messing says they are working on it and it is on schedule. Stockdale says that final approved audit will be sent out after the board meeting.
 - b. Moved: Rudnitzki; Seconded: Graham
 - c. Result: Approved

10. Discussion and possible action on approval of Plan of Action for Increased Engagement; Motion: Approve plan of action as modified by discussions in closed session.
 - a. Discussion: none
 - b. Moved: Kocha; Seconded: Peterson
 - c. Result: Approved; Rudnitzki abstained as she was not present for closed session discussion.

11. Discussion Regarding Election Process
 - a. Discussion: WPRA has moved to a single candidate slate ballot that resulted in Katherine Scheinder declining to run in an election with a single candidate. Dietrich describes a WPR member who said to him that he opposes single candidate elections and asks if other members have received comments from the public. None report receiving comments.
 - b. Result: n/a

12. Discussion and possible action on approval of assignment of Board/WPRA relationship duties
 - a. Discussion: no discussion
 - b. Moved: Seconded:
 - c. Result: no motion.

13. New Business – Discussion of underwriting and limits on what WPR can accept or reject due to content and message. Utley would like to be sent WPR underwriting policies and controversial news stories policies.

14. Adjourn: 1:05 pm
15. Moved: Kocha Seconded: Muse
16. Minutes submitted by Jason Butler