

**WISCONSIN PUBLIC RADIO ASSOCIATION
BOARD OF DIRECTORS MEETING**

Educational Communications Board (ECB)
3319 West Beltline Highway, Madison, WI
Friday, January 24, 2014

APPROVED MINUTES

Members present: Mike Crane, Dean Dietrich, Ronald Dunlap, Chet Gerlach, Larry Graham (phone), Laura Jasper, Anne Katz, Katrina Keller, Amy Kocha (phone), Mary Korkor, Jeffrey Muse, Mary Peterson, Joan Rudnitzki (phone), Catherine Schneider (phone), Michael Sigman (phone), David Utley

Members absent: Dean Gagnon, Chris Powless, Barbara Gilmore

Others present: Malcolm Brett, Gene Purcell, Mary Kay Dadisman, Patty Stockdale, John Gaddo, Ellen Clark, Jason Butler, Dean Kallenbach, Mary Endres, Lisa Nalbandian

Call to Order

The business meeting was called to order by Katz at 10:05 a.m.

1. Approval of November 18, 2013 meeting minutes.

Moved by: Peterson

Seconded by: Kocha

Approved.

2. Approval of September 26, 2013 meeting minutes.

Moved by: Peterson

Seconded by: Muse

Approved.

Public Comment (up to 15 minutes, 5-minute limit per person)

There were no public comments.

Report from WPRA Board President *Anne Katz*

Board member Ron Dunlap was acknowledged for receipt of the Wisconsin MLK Heritage Award; WPRA retiring financial manager Patty Stockdale was recognized with a board commendation and plaque for her years of service to the organization.

Report from WPR Director *Mike Crane*

Crane referred members to his written report and those by other staff; additionally he thanked board members for their continued support—in the case of one member, 32 consecutive years of support. He also highlighted the following:

- Staff is reorganizing around growth in online content development.
- Recent audience survey data suggests Central Time is helping to drive growth of Ideas audience, especially in Milwaukee area.
- WPR has launched a series of community engagement – ascertainment – meetings to assess existing community issues; Kallenbach elaborated on the process now underway.
- Engineers are nearing completion of work on upgrading the Sister Bay-based stations; 74% of fundraising goal has been secured, with leads identified for the balance.
- WHWA Washburn has been on since the fall, completing work in expanding service in the Chequamegon Bay area.
- Introduced Mary Endres who will be joining WPR as its financial manager March 1.
- Shared an update of *Wisconsin Life* including February's launch as a WPT production.

Committee Reports

1. Development (Utley): The board was referred to written reports on year-to-date numbers; the committee itself has been reviewing the role of WPR board members as the board transitions toward a greater focus on fundraising. The committee has also reviewed how board member financial gifts are accounted for; and presented the following resolution:

Whereas WPR Board Members are required to be members of the WPR through an annual contribution,

Whereas the WPR Board approved a policy to use total board giving as a matching grant to leverage on-air membership fundraising gifts at the September 25, 2009 Board Meeting,

Whereas a policy requiring the board donations to be used in this manner is in conflict with the contingent nature of a matching grant,

Therefore Be It Resolved that WPR Board donations will be designated to the general fund. Board members are encouraged to make additional gifts.

The resolution was moved for adoption by: Utley

Seconded by: Schneider

Approved.

2. Operations (Dietrich): There was no report.
3. Finance-Audit Report (Rudnitzki): The board was referred to the written report and financial summary that Stockdale talked through; membership revenue is ahead of last year, but running behind current budget; development staff is reviewing and revising strategies; management is also reviewing expense savings.

It was reported that IRS form 990 was distributed for review and comment; it will be added to the March meeting agenda for approval.

4. Joint Advocacy (Gerlach): Purcell and Brett reminded the board that this is a joint committee between WPR and Friends of WPT; they reported that Korkor will join staff for congressional visits in February; March 19 has been set for the annual Wisconsin Capitol visits, which will again involve a collaborative group representing WPR, Friends of WPT, and Milwaukee-based public broadcasters.

Funding update: Congress has restored sequestered funding cuts for the current fiscal year and affirmed two-year forward-funding appropriations through FY16.

Presentation by Hansen Henley Yoder & Lamb (Brighid Hansen & Anne Hovland)

Consultants engaged the board in discussion about fundraising strategies, roles and relationships between staff and board, leadership aspirations of the board, and transitioning the board to a greater focus on fundraising activities.

Discussion of Ad Hoc Strategic Planning Recommendation (Dietrich)

Dietrich introduced the strategic planning committee's recommendation to increase the WPRA Board meetings by one annually, to be held in November.

Moved by: Peterson
Seconded by: Dunlap
Approved.

Dietrich referred members to the revised WPRA board member Position Description; after a review, it was agreed to given this additional consideration at the March meeting.

Following the committee report, Dietrich recommended, and Katz affirmed, to disband the Strategic Planning Committee now that it has completed its agenda.

New Business

2014 Meeting Dates:

Legislative Advocacy Day and meeting, March 19, 2014

Monday, May 19

Thurs/Fri Oct 2/3

Adjourn Business Meeting

Moved by: Peterson
Seconded by: Dunlap
Approved.

The meeting adjourned at 3:18 p.m.