

Thursday, September 24, 2015

Members present: Dean Dietrich, Amy Kocha, Susan Tikalsky, Larry Graham, Michael Sigman, Joan Rudnitzki, Paul Sturgul, Fran Rauscher, Tim Coburn, Mary Korkor, Mike Crane, Ron Dunlap, Jeff Muse, Mary Peterson, Kathie Schneider

Others present: Dan Fallon, Connie Beam, Dean Kallenbach, John Gaddo, John Munson, Lisa Nalbandian, Gene Purcell, Malcolm Brett; Jason Butler, Rebecca Dopart, Ellen Clark

Dietrich called the meeting to order at 12:30 pm.

Dopart, Korkor, and Crane began with a reorientation session for the board members.

1:46 pm - Consideration of motion to adjourn into closed session pursuant to Section 19.85(1)(e), Wis. Stats. for the purpose of considering investment of public funds which for competitive reasons requires a closed session, including discussion of fundraising activities and strategies of the organization.

Graham moved, Sigman seconded; unanimous consent by roll call vote. (Refer to Closed Session Minutes)

Friday, September 25, 2015

11:21 Motion to convene out of closed session and into open session. Motion seconded and approved.

Members Present: Dean Dietrich, Mary Korkor, Larry Graham, Susan Tikalsky, Amy Kocha, Anne Katz, Ronald Dunlap, Jeff Muse, Michael Sigman, Katrina Keller, Joan Rudnitzki, Fran Rauscher, Paul Sturgul, Tim Coburn, Mike Crane Present by phone: Mary Peterson, Kathie Schneider

Others Present: Gene Purcell, Malcolm Brett, John Gaddo, Ellen Clark, Lisa Nalbandian, John Munson, Dean Kallenbach, Jason Butler, Rebecca Dopart, Connie Beam, Linda Prehn

Jeff Muse asked about public radio conference opportunities for Board members. Crane said that opportunities might be: the Public Media Development and Marketing Conference, NPR Weekend in Washington, NPR Advocacy Day. Beam suggested the AFP Philanthropy Day.

Dietrich shared a summary of the WPRA Board Satisfaction Survey. He noted that Board members said that they do not fully understand their role on the board and do not feel effective and that Board members are reasonably satisfied with the amount of fundraising the WPRA does.

John Gaddo spoke briefly inviting Board members to tour the La Crosse studio and to carpool.

Dietrich welcomed Friends of WPT Board President Linda Prehn to the meeting.

Korkor asked for clarification on the nature of combined work of WPR and WPT at a later time.

At 12:20, the Board began its business meeting. See below.

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

Minutes of:

X Full Board

_Executive Committee

_Joint Advocacy Committee

_Operations Committee

_Development Committee

_Finance Committee

Date: Friday, September 25, 2015

Start Time: 12:20 pm

Location: Stoney Creek Conference Center, Onalaska, Wisconsin and by telephone

Members Present: Dean Dietrich, Mary Korkor, Larry Graham, Susan Tikalsky, Amy Kocha, Anne Katz, Ronald Dunlap, Jeff Muse, Michael Sigman, Katrina Keller, Joan Rudnitzki, Fran Rauscher, Paul Sturgul, Tim Coburn, Mike Crane

Present by phone: Mary Peterson, Kathie Schneider

Others Present: Gene Purcell, Malcolm Brett, John Gaddo, Ellen Clark, Lisa Nalbandian, John Munson, Dean Kallenbach, Jason Butler, Rebecca Dopart, Connie Beam, Linda Prehn

Members Excused: Barbara Gilmore

1. Business Meeting - Welcome and Introductions
2. Report from WPRA President Dean Dietrich: Dietrich welcomed newly appointed members.
3. Report from WPR Director Mike Crane: noted the departure of Wausau Regional Manager Rick Reyer and the posting of the announcement for the WPRA Accountant. He shared that the podcast of To the Best of Our Knowledge ranked #33 on the iTunes list of top podcasts and shared that expanding podcast offerings will be a focus of work. Crane also shared that because a generous gift from Sally Webb WPR will be offering an internship to a diverse candidate in Eau

Claire. He also updated Board members on progress on the Face for Every Name project which is nearing completion and success.

4. Report from WPRA Board Liaison Rebecca Dopart. She said that the content of her report had been covered previously in the planning session. In response to a question Dan Fallon discussed his “friend-raising” trip to Scotland in August. Kallenbach said that WPR made \$80,000 in the past year from “friend-raising” trips averaging about \$12,000 - \$15,000 per trip. WPR sees four goals: money now, donor cultivation, pledge drive premium/motivator, and marketing.
5. 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
6. Motion to approve minutes of May 21, 2015 with the inclusion of additional language in the minutes to include “the FY16 budget as presented with the inclusion of a \$10,000 Board Discretionary expense line.”
 - a. Moved: Rudnitzki ; Seconded: Kocha
 - b. Result: Approved
7. Motion to Approve All Unapproved Minutes
 - a. Moved: Graham; Seconded: Sturgul
 - b. Result: Approved
8. Committee Reports
 - a. Development Committee
 - b. Finance Committee: Rudnitzki congratulated staff and the Board for keeping expenses below income.
 - c. Joint Advocacy Committee: Purcell thanked the board for its work advocating for funding for the combined Wisconsin Public Broadcasting. He said that despite that effort, the ECB sustained a cut of \$1.3m. He called for a meeting of the Joint Advocacy Committee. Brett spoke as well. He said that Dietrich and Prehn will be meeting with UW-Extension Chancellor Sandeen so that Chancellor Sandeen can thank the organizations for their work on the Wisconsin state budget. Brett described the federal budget picture and challenges to funding the Broadcast InterConnect. He also discussed the television spectrum auction. He noted that no Wisconsin Public Television stations will be participating in the spectrum auction. Board members asked for a brief FAQ from Brett and Purcell.
 - d. Operations Committee. Korkor stated that Operations Committee will be meeting to discuss its work plan for the year.

Action Items

9. Motion to approve resolution thanking David Utley for his service on the Board.
 - a. Moved: Tikalsky; Seconded: Kocha
 - b. Discussion: Kocha said she had a heartening conversation with Utley during which he said was very pleased with his board work and that he was ready to step down.
 - c. Result: Approved

10. Discussion of replacement for Board seat made available by David Utley's resignation. Discussion was held about the candidate selection process.

11. Motion to Adjourn

- a. Moved: Schneider; Seconded: Sturgul
- b. Result: Adjourn at 1:48 pm

Minutes submitted by Jason Butler