

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

Date: Friday, January 29, 2016

Start Time: 11:00 pm

Location: Educational Communications Board, 3319 West Beltline Hwy, Madison WI 53713

Members Present: Dean Dietrich, Susan Tikalsky, Amy Kocha, Joan Rudnitzki, Fran Rauscher, Tim Coburn, Mike Crane, Mary Peterson, Larry Graham, Ron Dunlap, Katrina Keller, Barbara Gilmore. PHONE: Anne Katz, Paul Sturgul, Kathy Schneider

Others Present: Gene Purcell, Malcolm Brett, Rebecca Dopart, Jon Miskowski, Jeffrey Potter, Jason Butler, Willa Schlecht, Connie Beam, Dan Fallon,

Members Excused: Michael Sigman, Jeffrey Muse

1. Welcome and Introductions
2. Report from WPRA President Dean Dietrich
 - a. Dietrich discussed the resignation from the Board of Mary Korkor. Dietrich passed around a paper copy of Korkor's resignation letter. Dunlap will act as Chair of the Operations Committee until a Chair can be identified. He discussed that board officers are self-nominated or nominated by other board members and elected by vote of the Board each year and he encouraged Board members to let it be known if they are interested being a board officer.
 - b. Coburn noted that two members of the Board have resigned recently and asked Dietrich for comment. Dietrich described that while he cannot speak for any Board member he sees the change of the WPRA to a fundraising board may have contributed to those resignations. Crane added that this process started with WPR participating in Leadership for Philanthropy a number of years ago and that many boards see difficulty with this transition. Board members confirmed that the transition has been difficult and not clear but that recent activities of the Board have added clarity.
 - c. Discussion of slate election process. A Board member discussed that she is uncomfortable with the slate process. Dietrich told board members to contact him with their thoughts.
 - d. Dietrich discussed that WPR will partner with an organization doing work on childhood early brain development, and Crane noted that WPR actively

works to seek partnership and engagement opportunities throughout the state.

3. Report from WPR Director Mike Crane
 - a. Crane discussed the hire of an Assistant News Director to be based in Milwaukee and an additional Capitol bureau reporter in addition to Capitol bureau Chief Shawn Johnson.
 - b. Crane also discussed the diversity effort of WPR with the YWCA.
 - c. Crane discussed Dopart's move to an 80% appointment, which came after much thought and discussion.
 - d. Potter and Cramer presented a draft report on the coming WPR Centennial Celebration. Board members expressed thoughts about partnering with WPT and fundraising

4. Report from WPRA Board Liaison Rebecca Dopart.
 - a. Dopart discussed recent hires in the WPR Development department.
 - b. She discussed a new effort to fundraise and gather new members by door-to-door canvassing and that the cost benefit ratio for the work indicates that it is a smart decision. WPT has been doing this work for over a year and Brett discussed the success they have seen. WPR canvassing will be April-June 2016.
 - c. Fallon and Beam discussed major donor events for the summer throughout the state. The tentative, planned events are: in June in Madison featuring To the Best of Our Knowledge; in June in Appleton featuring Joy Cardin and Mile of Music; in August in Milwaukee with Kathleen Dunn, the Assistant News Director, and the WPR News team. Also smaller events in other places throughout the state. Fallon also mentioned that Midday Live events in Buck Studio in Madison are continuing. Also that Concerts on the Square will happen again and that each week donors, board members, and staff attend. He noted that major giving staff will focus this year on briefing board members beforehand on WPR strategic goals and brief intros of donors that board members might meet.
 - d. Dopart discussed the "thank yous" that board members wrote to donors to WPR and how valuable this activity is for fundraising and said that thank you writing will continue quarterly.

5. Public Comment Period (15 minutes total, 5 minutes per person). No members of the public offered comment to the board.

6. Motion to approve open session minutes of November 11, 2015
 - a. Moved: Kocha; Seconded: Graham
 - b. Discussion: Tikalsky discussed minutes taking and how it would it be helpful be capture more of the discussion at board meetings. Butler said that he will capture more of the discussion.
 - c. Result: Approved

7. Committee Reports

a. Development Committee

- i. Kocha asked Dopart to discuss return on investment for fundraising efforts. Cost per dollar raised has decreased, and net dollars raised are up. Noted that membership staff are working to increase dollar amounts of sustainer donations rather than allowing them to remain flat.
- ii. Kocha said that the Development committee will focus on meeting when needed rather for the sake of meeting. She pointed out that the most recent Development committee meeting felt redundant as the information was then repeated at the subsequent full board meeting. Some Board members expressed concern that if fundraising is increasing why Development committee meetings decreasing. Dopart said that staff is planning to have substantive items for the committee to discuss and would likely need to meet regularly going forward.

b. Finance Committee – Investment Committee

- i. Rudnitzki discussed WPRA endowment investments and referred to a letter from Johnson Bank banker Russell Melland.
- ii. Rudnitzki welcomed Willa Schlecht the recently hired accountant of WPRA.
- iii. Dopart reported on WPRA finances and noted that expenses are down and revenue is up. Pledge drives are doing well and major gifts are up. Sigman asked if Board members will be supplied a list of the food bank partners of the “Food for Forty” pledge thank you gifts. Tikalsky asked about accounting for fundraising revenue such as on-air and sustainers. Crane discussed declining revenue dollars for Michael Feldman’s Whaddya Know?.

c. Joint Advocacy Committee

- i. Purcell and Brett discussed that advocacy efforts will be targeted on: select legislators at the Capitol in the spring; in legislative districts in the summer; and on newly elected legislators in the fall.

d. Operations Committee

- i. Dietrich gave the committee report as Korkor had been planning on being on out of the country even before her resignation.
- ii. Noted that the action item regarding Keller on today’s agenda will be referred back to the Operations Committee.
- iii. Committee will refresh the Board satisfaction survey for the current year.
- iv. Dietrich noted the two recommended changes to the WPRA bylaws regarding the definition of a quorum to a majority of the body and to include the Development chair in the Executive Committee.

8. Television “repacking” and spectrum auction. Purcell discussed the upcoming television spectrum auction. Dietrich asked if a similar repack could occur in radio. Purcell said that it was unlikely as radio uses substantially less spectrum than television.

Action Items

9. Motion to appoint Katrina Keller to the elected seat left vacant in the South Central Region.
 - a. Moved: ; Seconded:
 - b. Result: No vote, no action taken. Referred to Operations Committee.
10. Motion to approve slate of candidates for spring election.
 - a. Moved: Rudnitzki; Seconded: Peterson
 - b. Discussion: Discussed that if board members would like to change the policy of slate elections that it cannot be voted on until after the current election is concluded. Dietrich and Rudnitzki noted that the board had already vetted and voted on the issue.
 - c. Result: Approved.
11. Motion to Adjourn
 - a. Moved: Graham ; Seconded: Coburn
 - b. Result: Adjourn at 2:12 pm

Minutes submitted by Jason Butler