

**MINUTES OF BOARD OF  
WISCONSIN PUBLIC RADIO ASSOCIATION BOARD MEETING  
HELD ON  
Friday, January 27, 2017**

The WPRA Board of Directors Meeting was called to order at 11:01 a.m. at the ECB.

Board members in attendance at the meeting were: Mike Cisler, Tim Coburn, Mike Crane, Dean Dietrich, Ron Dunlap, Barbara Gilmore, Larry Graham, Katrina Keller, Amy Kocha, Jeff Muse, Mary Peterson, Joan Rudnitski, Paul Sturgul, Susan Tikalsky. Members present by phone: Fran Rauscher, Kathie Schneider, Michael Sigman, Niles Berman.

Other present at the meeting: Dora Zúñiga, Malcolm Brett, Gene Purcell, Dan Fallon, Connie Beam, Sarah Jacobs, Willa Schlecht, Dean Kallenbach, John Gaddo, Rick Reyer, Paul Damberg, Ellen Clark, Lisa Nalbandian, Sarah Janes Ugoretz, Jason Butler, Paul Breen, Cynthia Woodland, Staci McNatt, Avory Brookins, Bridgit Bowden

Members excused: Anne Katz, Paul Sturgul

Welcome was given by President Dean Dietrich

Public Comment Period: One member of the public commented on broadcast activities.

**CONSENT AGENDA**

**Motion** to approve consent agenda. Minutes of November 9, 2016; December 2016 Financial Statements, Director's Report, Board Liaison Report, Committee Reports (Finance, Operations, Development)

- a. Moved: Kocha; Second: Gilmore
- b. Discussion: Finance Committee report and Operations Committee report removed from Consent agenda.
- c. Motion approved.

**President's Report:** Dietrich and the Board congratulated Board Member Ron Dunlap for being one of the 2016 most influential African-Americans. Dietrich also congratulated Board Member Paul Sturgul for his financial dedication to the WPRA.

**Director's Report:** Crane shared with the Board that 2017 is the WPR Centennial year. He described some events that will take place such as To The Best of Our Knowledge's "Love + Evolution" show. Potter presented on the Milwaukee-area Ideas Network marketing plan.

**Board Liaison Report:** Zúñiga said that WPR fundraising efforts have been very successful. She said that it is due to the great love listeners have for Wisconsin Public Radio. She also noted that the WPR Underwriting Department is going to be referred to as Business Sponsorships going forward. Schneider asked what percentage of Business Sponsorships come from non-profit organizations. In response to Schneider's question, Zúñiga said that she would research the percentage of business sponsors that are non-profits and report back to the Board. Graham said

that Board members should make a point of thanking business sponsors for their support of WPR.

**Motion** to approve Operations Committee Report.

Discussion: Tikalsky said that she wanted to emphasize that Board members are responsible for seeking new Board members.

Moved: Kocha; second: Rudnitzki.

Motion approved.

**Motion** to approve Finance Committee Report and Financial Statements

Discussion of Finance Committee Report, Financial Statements: Schlecht reviewed the Finance Committee reports and financial statements. Full December financials have been provided to the Board. WPR has net year-to-date operating revenue that is favorable to budget (\$160k) and ahead of the same period last year by \$112k. A verbal list of possible future projects for WPR was discussed. The list included RFPs for audit (WPR just completed 6th year with audit firm) and for banking/investment services. A new CRM (Customer Relations Management) system will be considered. FY16 Audit Report required a minor technical correction that labeled the WPR budget as unaudited in the Supplementary Information. CliftonLarsonAllen audit partner presented the update to Finance Committee members.

Moved: Coburn; second: Rudnitzki.

Motion approved.

Advocacy. Purcell and Brett reported on state and federal advocacy efforts. Wednesday, February 8 is the Governor's budget address, the Governor's proposed budget will reveal what he intends for the budgets for University of Wisconsin and ECB in advance of review by the legislature's joint committee on finance. WPR and Friends of WPT Advocacy Day will be on Wednesday, April 26. Purcell said that it's important to thank and engage legislators. Brett discussed federal advocacy and the federal budget. He, Purcell, and Friends of WPT Chair Terry Heinrichs will go to Washington DC in February to meet with Wisconsin's federal legislative delegation to advocate for public broadcasting.

During the Lunch Time: Noah Ovshinsky, Ivory Brookins, and Bridgit Bowden presented on the news fellowships available to early career reporters hosted by WPR

**Motion** to approve two changes to the Investment Policy Statement and Investment Policy Checklist 1) "sector weights shall range between +/- 10 percentage points of the corresponding sector weight (Industrials/Utilities/Financials) in the Barclay's US Corporate Index." 2) "A" rather "AA" grade of securities (lower but more than adequate) as Johnson Bank found that there were not enough securities to provide diversity to the WPR portfolio.

a. Moved: Graham; Second: Rudnitzki

b. Discussion: There was general discussion about the change.

c. Motion approved.

**Motion** to adjourn into closed session pursuant to Section 19.85(1)(e), Wis. Stats. for the purpose of considering fundraising strategies and the investment of public funds which for competitive reasons requires a closed session, including discussion of fundraising strategies,

investing of public funds, and approving previous closed session minutes. The Board will adjourn during the closed session without reconvening into open session.

- a. Moved: Rudnitzki; Second: Muse
- b. Discussion.
- c. Motion approved. One opposed.

#### ADJOURNMENT

The Board adjourned without convening into open session at 2:25 pm .

These minutes submitted by Jason Butler

#### **FY2017 WPRA Board Meetings**

- Friday, January 27, 2017 in Madison, 3319 W Beltline Hwy, Madison, WI 53713
- Wednesday, April 26, 2017 in Madison (legislative Advocacy Day)
- Thursday, May 25, 2017 in Madison, 3319 W Beltline Hwy, Madison, WI 53713

#### **FY2018 WPRA Board Meetings**

- Fall retreat – 12:00 pm, Thursday, September 28 to 1:00 pm, Friday, September 29, 2017. Fluno Center, 601 University Ave, Madison, Wisconsin, 53715.