

**MINUTES OF BOARD OF
WISCONSIN PUBLIC RADIO ASSOCIATION BOARD MEETING
HELD ON
Thursday, January 25, 2018**

The WPR Board of Directors Meeting was called to order at 11:00am in the Board Room of the Educational Communications Board.

In attendance at the meeting were: Nick Abts, Niles Berman, Michael Cisler, Tim Coburn, Mike Crane, Ron Dunlap, Barbara Gilmore, Larry Graham, Anne Katz, Katrina Keller, Amy Kocha, Peter Lundberg, Jeff Muse, Mary Peterson, Joan Rudnitzki, Kathie Schneider, Michael Sigman, Paul Sturgul, Susan Tikalsky

Others in attendance: John Gaddo, Paul Damberg, Jason Butler, Sarah Janes Ugoretz, Lisa Nalbandian, Ellen Clark, Dan Fallon, Cynthia Woodland, Staci McNatt, Brandi Funk, Malcolm Brett, Gene Purcell, Dean Kallenbach, Paul Breen, Jeffrey Potter

Members excused: Dean Dietrich, Fran Rauscher

Welcome was given by Vice Chair Ron Dunlap

PUBLIC COMMENT PERIOD: One member of the public commented about Board meeting notices.

CONSENT AGENDA:

Motion to approve consent agenda as presented

- a. No discussion.
- b. Motion approved unanimously.

CHAIR'S REPORT. Vice Chair Dunlap thanked Kathie Schneider for traveling to Madison to give a presentation called "Being Access Able: Dealing with Disabilities—Yours, Mine and Ours." Staff will notify the Board when the presentation becomes available via University Place, a WPT show. Dunlap also wished Gilmore and Rauscher speedy recoveries.

DIRECTOR'S REPORT. The WPR Newsroom has begun planning for its "Beyond the Ballot" 2018 Election coverage. Recruitment for several WPR staff positions is underway, including for a new Chief Development Officer. Crane shared that The Ideas Network Facebook page is in the process of consolidating content, and invited Potter to speak about the ad campaign currently underway in Milwaukee. Additionally, "Where Wisconsin Connects" will soon replace "The World around You."

BOARD LIAISON'S REPORT. Fallon elaborated on current WPR employment opportunities, including with the Business Sponsorship, Membership, and Major Giving teams. The new Second Century News Fellow (Ximena Conde) began work this month at the Milwaukee bureau and the Summer Journalism Internship in Eau Claire is entering its third year. Efforts aimed at raising funds to support the Lee Ester News Fellowship Endowment Fund through a targeted year-end giving campaign have produced positive results.

ADVOCACY REPORT. Advocacy Day will take place in Madison in mid-April. The goals include to thank legislators for their support, to remind legislators of the importance of state support in WPR's work, and to continue to engage Board members and listeners in advocacy efforts. Brett added that regional visits with legislators in their own districts are also very impactful. Crane invited Board members to share

names of potential advocates with Janes Ugoretz. Brett and Purcell will travel to Washington D.C. in February and Dunlap will attend as a lay representative.

CONSTITUENT RELATIONSHIP MANAGEMENT (CRM) UPDATE

WPR (possibly in conjunction with WPT) is in the process of replacing its CRM software, which serves to keep track of donations and allows WPR to get to know its supporters better. Currently, consultants are being engaged around business requirements.

CENTENNIAL ENDOWMENT INITIATIVE (CEI) UPDATE

- a. To date, 21 pledge agreements have been signed, with \$844,500 pledged and \$390,736 paid.
- b. The CEI aims to encourage donors to make a gift that endows their annual gift at the 9XM level, and the hope is that donors continue to give their annual gift in addition to the CEI gift.

IMPACT STATEMENT EXERCISE

- a. Cisler stated that during the September Board retreat, Board members requested a supporting document aimed at further informing discussions around WPR and WPRA. Using the resulting document, the Development Committee drafted their own Impact Statements and is now asking their fellow Board members to join them in completing this exercise.
- b. Fallon added that assigned WPR staff members will be following up with Board members by the second week of February to talk with them and provide any assistance. Please send completed Impact Statements to Fallon and Janes Ugoretz.
- c. Cisler shared that the Development Committee has solidified its commitment to giving. Committee members will begin contacting Board members at least once per year to talk with them about their giving plans.

CLOSED SESSION

Dunlap asked for a **motion to adjourn into closed session pursuant to Section 19.85(1)(e), Wis. Stats. for the purpose of considering specified public business which for competitive reasons requires a closed session; including the discussion of restructuring of UW System and impact on Wisconsin Public Radio.**

- a. Moved: Sigman; Second: Gilmore.
- b. No discussion
- c. Motion approved unanimously.

Dunlap asked public and staff to leave the room.

The Board reconvened into open session at 1:35pm.

BOARD EVALUATION TOOL AND SELF-EVALUATION TOOL

- a. Dunlap shared that the Governance Committee has been working diligently on these two items, which are both aimed at promoting positive Board behaviors and outcomes. The Board Evaluation Tool is currently being populated by staff, but the Committee will pilot the review of the Self-Evaluation Tool this year. The rest of the Board will use the Self-Evaluation Tool for their own purposes.

BOARD EDUCATIONAL REPORT ON ELECTION PROCESS AND PROCEDURES

- a. Kallenbach reviewed basic changes the Governance Committee has made to the policy, which will be enacted this spring during the election process.
- b. Dunlap requested that if any Board members have a recommendation for Board service, they should notify Fallon and Janes Ugoretz.

PLANNED GIVING

- a. Brandi Funk gave an overview of WPR's planned giving efforts, highlighting various activities including planned giving seminars, promo campaigns running on air, and email surveys.

ADJOURNMENT

A motion was made by Sturgul and seconded by Gilmore to adjourn at 2:04pm. The motion carried.

These minutes submitted by Sarah Janes Ugoretz.