

**MINUTES OF BOARD OF
WISCONSIN PUBLIC RADIO ASSOCIATION BOARD MEETING
HELD ON
Thursday, May 24, 2018**

The WPRA Board of Directors Meeting was called to order at 11:09am in the Studio Room of the Center for Visual Arts in Wausau, Wisconsin.

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

Others in attendance: Connie Beam, Paul Breen, Malcolm Brett, Paul Damberg, Dan Fallon, John Gaddo, Sarah Jacobs, Sarah Janes Ugoretz, Dean Kallenbach, Kate LaRocque, Staci McNatt, Lisa Nalbandian, Gene Purcell, Heather Reese, Rick Reyer, Willa Schlecht, Matt Schoeffler, Cynthia Woodland

Members excused: Larry Graham, Anne Katz

Welcome was given by Chair Dean Dietrich

WELCOME KATE LAROCQUE. Dietrich welcomed WPR's new Chief Development Officer, Kate LaRocque.

PUBLIC COMMENT PERIOD: No members of the public made comments.

CONSENT AGENDA:

Motion to approve consent agenda as presented.

- a. Moved: Muse; Second: Kocha
- b. Discussion: Dietrich commented that the Investment Policy Checklist has been presented to, acted upon, and approved by the Finance Committee. Typically, the Board of Directors accepts the checklist at its May meeting, but as it was not listed on the agenda, the Board will take action at its September Retreat.
- c. Motion approved.

CHAIR'S REPORT. Dietrich shared that Malcolm Brett will be retiring in July and thanked him for his decades of service to public broadcasting and to the WPRA. **Dietrich read a resolution honoring Joan Rudnitzki's years of service to the WPRA and asked for a motion for approval.**

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

DIRECTOR'S REPORT. Crane shared that a hiring decision for the incoming Director of Wisconsin Public Media is expected shortly. Coverage of the refinery fire in Superior resulted in a leap in the number of visits to wpr.org. Crane thanked Fallon for serving as Interim Board Liaison.

ADVOCACY REPORT. Advocacy Day 2018 went very well, and Purcell and Brett noted that reactions to these efforts have been positive. Purcell shared that the Educational Communications Board will request additional funding during the next budget session. Federally, support in Congress is as high as it has ever been. Brett thanked Dunlap for his advocacy work in Washington, D.C. in March. Purcell spoke about the public television repack process, which will take place over the next few years.

CONSTITUENT RELATIONSHIP MANAGEMENT (CRM) UPDATE. Reese shared that Heims Consulting assisted with finalizing business requirements for the new system. A local firm is now assisting WPR and WPT with identifying and selecting a vendor, and will provide support in implementing the new system. The new system will provide a more multi-dimensional view of donors while also enhancing the donor experience. WPR and WPT are sharing the costs. A June 2019 go-live is the current goal.

OPEN RECORDS/OPEN MEETINGS PRESENTATION. The WPRA has agreed to follow the Wisconsin Open Records and Open Meetings Law. Public Comment parameters used by WPRA are legally appropriate. Emailed communication between Board and Committee members must be informative, rather than inviting responses, in order to avoid creating a rolling quorum.

FINANCIALS AND BUDGET.

Motion to accept March financials.

- a. Moved: Coburn; Second: Rudnitzki
- b. Discussion: Pledge revenue for February and April exceeded goal by almost \$100k. Third year of a 3-year restricted pledge was written off (\$75k) due to a misalignment in the donors' and WPR's expectations. Membership revenue projected to be \$390k ahead of budget. Expenses are tracking with budget.
- c. Motion approved.

FY19 Budget Presentation: Overall FY19 membership revenue is budgeted to grow 8.2% over FY18 projected revenue. The projection and budgeted revenue are higher than previous years but understood to reflect more realistic (i.e. less conservative) estimates. The University of Wisconsin-Madison has made capital investment funds available to WPR as part of the move to join UW-Madison. WPR has identified the Radio Hall renovation, among other projects, to receive this generous support. Because of the UW-Madison funding, WPR will not need to use \$166k of the WPRA funds on the renovation project. This \$166k of capital designations will now carry forward to FY19 to be used for other WPR capital projects. Additionally, a separate portion of the FY18 Capital Designation will also carry forward to FY19. The unused portion of FY18 Capital Designation will be reported on at the September Board meeting.

Motion to approve the FY19 budget as presented, with the Licensee Payments totaling \$6,873,283 and including \$832,000 cash outlay for CRM (Customer Relations Management) Project costs.

- a. Moved: Rudnitzki; Second: Gilmore
- b. Discussion: Dietrich requested that a specific report detailing progress made towards reaching membership revenue goal be presented at future Board meetings.
- c. Motion approved.

Motion to approve FY19 WPRA slate of candidates.

- a. Moved: Muse; Second: Sturgul
- b. Discussion: Ballots will be mailed on June 5 to any active members for whom WPR does not have an email address. Those with an email address on file will receive an emailed ballot on June 5. The deadline to vote is June 22.
- c. Motion approved.

Motion to approve slate of FY19 WPRA officers.

- a. Moved: Sturgul; Second: Cisler
- b. No discussion.
- c. Motion approved.

Motion to approve the Board Corporate Resolution.

- a. Moved: Peterson; Second: Gilmore
- b. Discussion: The Resolution now allows the Chief Operating Officer to assist with gift processing in the event that the Director is unavailable.
- c. Motion approved.

POLICY REVIEW SUB-COMMITTEE UPDATE. Crane and Berman have begun reviewing policies and have categorized them according to the type of editing required. Work remains ongoing, with the sub-committee aiming to present a report at the September Board retreat, followed by discussion and possible approval at the November Board meeting.

PROGRAMMING SPOTLIGHT: ROUTE 51. Reyer introduced regional staff. Route 51 host Glen Moberg shared an excerpt of a recent interview with former UW-Madison Chancellor and former Health and Human Services Secretary Donna Shalala and former Wisconsin Governor Tommy Thompson.

CLOSING. Dunlap read a resolution thanking outgoing Board Chair Dean Dietrich for his years of service to the WPRA.

ADJOURNMENT. A motion was made by Sigman and seconded by Kocha to adjourn at 3:02pm. The motion carried.

These minutes submitted by Sarah Janes Ugoretz.