THE NATHAN B. STUBBLEFIELD FOUNDATION
BOARD MEETING MINUTES 6/17/24
WMNF COMMUNITY RADIO 88.5 FM
WMNF 88.5 FM COMMUNITY RADIO, 1210 E. MLK Blvd., Tampa, FL 33603-4417

Meeting Attendance

<table>
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<tr>
<th>Board Member</th>
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<tr>
<td>Will Greaves</td>
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<td>Geoff Gutgold</td>
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<td>Isha Del Valle</td>
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<td>Dyllan Furness</td>
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<td>Jennifer Meksraitis</td>
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<td>Jennifer Campbell</td>
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<td>Scott Elliott</td>
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<td>Yvette Lewis</td>
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<td>Jack Timmel</td>
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<td>Emmy Lou Fuchs</td>
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<td>Austin Craven</td>
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<td>Greg Vannette</td>
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<td>David Diaz</td>
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<td>Sam Hval (Staf Rep)</td>
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<td>Steve (Mac) MacIcsvac</td>
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<td>Grant Hart</td>
<td>V</td>
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<td>Randi Zimmerman (Station Manager)</td>
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P-Present, A- Absent, V- Virtual

MISSION STATEMENT

WMNF is a listener-supported community radio station that celebrates cultural diversity and is committed to equality, peace, and social and economic justice. WMNF provides broadcasts and other forums with a grassroots local emphasis that promote creative, musical, and political vitality.

Agenda Item          Lead      Time
Call to Order         Isha Del Valle   7:15
Roll Call/Proxies     Emmy Lou Fuchs  7:16
                      Guests: Miss Julie, Michael Mainguth
Agenda Review         Isha Del Valle   7:18
Acceptance of Items on Consent Agenda Isha Del Valle 7:19
                      Jennifer C motions to accept the consent agenda, Geoff seconds, all in favor.

Committee Updates:
- No meeting held: Nominating, Technology, Finance, Diversity, LRP, ByLaws
- Minutes in Basecamp:

Review/Approve Last Month’s Minutes Isha Del Valle 7:20
Jennifer C motions to approve last month’s minutes, Geoff seconds. All in favor.
Attendance Review  Emmy Lou Fuchs  7:22
Jack and Grant have three absences. Dyllan has 3 absences. Yvette has five absences.

Visitor’s Comments  Isha Del Valle  7:27
Miss Julie mentions that WMNF will be in the St. Pete pride parade on Saturday and asks for volunteers for that, as well as the Juneteenth open house.

Diversity and Inclusion Committee  Scott Elliot  7:30
Scott describes what will be happening at the Juneteenth open house and cookout. We have food donations from 2 Ts BBQ and Cosmos deli.

General Manager Report  Randi Zimmerman  7:35
Report attached
Comments - Sam made contact with a consultant to ask about nielsen numbers and marketing. Randi goes over some of the things our consultant told us and some of what we will be doing. Overall he feels that we are doing the right thing but there is still work to do to align with standard radio best practices. One specific thing he suggested was adding short station ID sweepers, and we can have lots of different people in the community record them to maintain diversity and authenticity.

Geoff asks about switching over RDS data like logos or taglines to our new branding. Randi explains that we are working on it but are waiting for the systems that handle those to respond.

Isha asks how relevant nielsen numbers are for us. Randi explains that the numbers will ebb and flow, but overall having good nielsen numbers helps us get more underwriting income. Our numbers dropped this month but that is probably just variation due to small sample size and isn’t a reason to be concerned unless it becomes a longer term pattern.

The new CRM has also helped reduce the average time it takes for a contribution to come through from 15 minutes to 5 minutes. The peer to peer fundraising links have also been helping, especially when sent out in emails.

Austin asks if it may make more sense to show the nielsen numbers as a rolling quarter year with an average compared to the same period last year instead of just comparing a single month to the same month last year. Randi will look into how much extra work that would be. Randi is also planning to bring back the abridged manager’s report for the public.

Executive Session  Isha Del Valle  8:00
Isha motions to enter executive session. Geoff seconds, All in favor.
Ish Motions to exit executive session Jennifer M seconds, all in favor at 9:07
(Participation, Accomplishments, Listening, and Scheduling)

P - 8, 8, 8, 10, 8, 10, 7, 10, 10, 8, 8, 9, 8
A - 8, 9, 9, 8, 8, 9, 9, 8, 8, 8, 7, 8, 9, 7, 8
L - 9, 9, 9, 10, 9, 9, 8, 8, 8, 8, 9, 8, 9, 8
S - 5, 7, 8, 7, 8, 7, 8, 7, 8, 7, 8, 7, 8, 7

Next Meeting 7/15/24 Isha Del Valle 9:08

Adjournment Isha Del Valle 9:10

Geoff motions to adjourn, seconds.

THE BOARD’S ROLE
Governed the NBSF, which protects the FCC license, building and equipment, goodwill; employs staff. Establishes the mission of WMNF. Responsible for strategic planning. Establishes prudent financial policies, annual budget, annual audit, conducts planning retreats, approves personnel policies, style statements and programming policies. Participates in fund-raising functions of WMNF; approves non-budgeted expenditures over $2,000.00.

*We go into Executive Session only when proper criteria concerning purpose are met or to review/approve the previous month’s Executive Session minutes.

by Emmy Lou Fuchs, Board Secretary