

**MARFA PUBLIC RADIO
BOARD MEETING MINUTES
FISCAL YEAR 2020, QUARTER 1
April 29, 2020**

In Attendance:

Board Members: Christian Patry, Jeremy Pope, Liz Rogers, John McLaughlin, Cory Vandyke, Lee Anna Good, Dan Eck, Woody Leverett, Ginger Griffice, Shane O'Neal, Jeff Pope
Staff Members: Elise Pepple, Hannah Siegel-Gardner, Lisa Kettyle
Guest Speaker: Ellen Rocco

12:05p - the meeting is called to order. Christian introduces the new board members.

Elise introduces the guest speaker, Ellen Rocco.

Ellen Rocco is the former Executive Director at North Country Public Radio. She discusses the growth of NCPR, the concentration on creating a world class news department, the role of public media in crisis, and best practice for public media boards. Ms. Rocco makes a recommendation to the board to create a book of board of director best practices which will include a copy of NPR's code of ethics and best practices for media professionals.

Ms. Rocco encourages the board to not underestimate how important MPR is to the people of West Texas during the Covid-19 pandemic. A question and answer period follows.

Christian reviews the agenda.

FY19 Q4 minutes approved.

Financials reviewed by Jeremy. in reviewing Q1, the overarching view is that the station is in a great spot for Q1. The station has six months operating funds in the bank, which is 30% more than this point last year. Net income \$170k driven by grant income which was budgeted for 2020 and is the driving differential over last year. The station is seeing an increase in donations and underwriting and decrease in membership drive numbers from 2019. Some broadcast equipment assets grew, which will affect the overall net fund balance. There is a potential \$200-300,000 projected income decrease from 2019 to 2020. Jeremy proposes the board be provided with an executive summary for the financials going forward, working with Elise.

Jeremy reviews the previous audits. There was nothing in the documents that were concerning from the previous audits.

Financials approved.

Dash report shows increases across all digital categories. The board will discuss in the next board meeting different ways we can enhance numbers .

Christian reviews board members that are rolling off - Al Davis, Ginger, Lee Anna, Cory. Thanks the board members for their service. Bill Dingus is nominated for emeritus status. Motion approved.

Bylaws reviewed:

Terms will now begin on January 1 of the year for each board member. During a year when the member's term ends, it will conclude at the end of the year.

Action in writing (section 10): board action can be accomplished in writing with all members approving and would move to the next board meeting

Established emeritus status - someone could leave for a year and come back after, if voted in

Elections will now be held during the last meeting of the calendar year.

The board defined the duties of officers, emergency actions, filling board vacancies, committee structure, and committee term limits. Discussion follows. The board votes to adopt the bylaws unanimously.

Elise reviews the station's COVID-19 response and coverage, increases in digital content consumption, adjusting financial projections based on the results of the pandemic.

Hannah reviews the upcoming COVID-19 fundraising appeal, projects an expected 40% decrease in major giving as a result of the pandemic. Hannah reviews donor lists she has been cultivating and has sent to specific board members. Discussion follows.

The board and staff decide to cancel the Marfa to Midland event scheduled for October 2020.

Elise reviews Fort Stockton auction changes.

Meeting concludes at 2:30 PM CST.