

FY20 Q2

Virtual Meeting of the Board of Directors

July 23, 2020 at 10:00 am

In attendance:

Board: Christian Patry, Karmen Bryant, Shane O'Neil, Liz Rogers, Dan Eck, Sam Wynne, Jeremy Steele

Absent: Woody Leverett - board term expired in May, Jeff Pope

Staff: Elise Pepple, Hannah Siegel-Gardner, Lisa Kettyle, Diana Nguyen

10:03am - Meeting called to order

Christian reviews previous meeting, Covid, the future of the station, and relations between the board and the staff.

Station vision presented and long term plans for 2020 reviewed.

Christian discusses fostering a board culture that benefits the station. The board should find ways to make future meetings less perfunctory and more fun.

Journalism and Racism:

Elise presents to the board about journalism and racism. The 5 year vision addresses how the station is relevant and becomes the station the community needs. Onboarding new board members hasn't included an explanation of the context of journalism in the past. She shares an internal document. She explains that it is the role of leadership to hold the organization accountable. This should be a series of concrete actions as an organization where we commit to making change that addresses inequality. Christian says that something we can do is change the composition of the board to address inequity. Karmen agrees.

Minutes - The board approves the minutes from the previous meeting.

Financials - Jeremy Steele reviews financials. The station is in a strong cash position. We've seen an increase in grant income, specifically CPB, followed by EOY/major donors/member donations. He reviews long term liabilities. MPR has exceeded revenue targets. The one item of concern is a surplus of cash that's not yielding much benefit. The station should forecast for Q3 and see where there may be a deficiency and put some aside for a rainy day. Jeremy says that he advocates the board and staff to deploy some of the cash to fulfill some of our goals and vision.

Hannah discusses fundraising. We are setting cautious expectations and will be creative in how we fundraise, as we don't know what the economy and philanthropy will look like in 2021. We are going to be focused on major gifts until the end of the year.

The board reviews the FM frequency auction. The effort has been postponed, as the auction was not held due to the pandemic.

Financials approved.

Liz reviews contract with Alpine Radio LLC. Martin, Elise, and Liz met to get it settled. Tom Michael negotiated a favorable lease until 2023, then an option for 10 years. Liz recommends a 5 year extension at a higher rate. Discussion follows. The board agrees that Elise and Liz will meet with Martin.

Governance report - the board discusses the necessity of a standing audit committee. The board agrees that an audit committee is not necessary. The board agrees that Jeremy and Patsy Culver will communicate with the auditor and Jeremy will distill the information to the board.

Christian discusses diversification of the board. Shane will create a plan to present to the board. Shane explains that the board currently has 8 members and the bylaws call for 9-16 members. Elise says she'd like the board to consider public media industry professionals. The board members agree to think about individuals they'd like to nominate/review with the board. The board agrees that they should consider candidates from Marfa and the region. Shane wants to review candidates with Elise and Hannah and would like the board to 11-12 members by the end of the year, and 16 members by the end of 2021 to avoid a breach of the bylaws. The board agrees that during board recruitment, they need to consult heavily with staff (Elise, Hannah, Lisa). The board agrees to create a written document that details what the board is looking for from potential board members. They will share it with the staff. Discussion follows.

Dash report - Lisa reviews. Social media, website visits, and online streaming have increased due to the pandemic.

Station activity and next steps with covid-19 report.
Health and Safety plan.

Diana Nguyen discusses the reporting that's happening in this quarter. She reviews that the station won ten Regional Murrow awards in 2019. The station won every awarded category for the Texas and Oklahoma region. That's the most we've received to date. Diana reviews what the station's news direction will be in the coming months.

Elise reviews the station's Interim Health and Safety Plan document.

Fundraising and Development - Hannah reviews the Covid appeal campaign. Fundraising goals exceeded expectations.

Campaigns, events, and postponements reviewed. Hannah will present membership by city at the end of the year. Discussion follows.

Executive Session Notes:

Elise's title has been changed to Executive Director.

Lisa's title has been changed to Chief Operating Officer.

There will be structural changes.

Meeting concludes 12:15p