

Board of Directors  
Meeting Minutes  
Saturday, July 20, 2019 | Marfa Public Radio, Marfa, Texas at 10:00am

Board members in attendance: Al Davis, Bill Dingus, Shane O'Neal, Barbara Love, Christian Patry, Lee Anna Good, Liz Rogers  
By phone: Kristina Van Dyke Fort, Woody Leverett, Cory Van Dyke  
Absent: Steph Steele  
Staff in attendance: Elise Pepple / General Manager; Lisa Kettyle / Office Manager

Meeting called to order at 10:10am

Approval of Minutes. Minutes of April meeting were amended and approved. Kristina suggested board and staff work together on minutes, and have one board member review minutes prior to inclusion in board packet.

Financials. Elise presented and discussion followed. Motion to approve as presented and passed.

Dash Report. Elise presented. Request was made to include previous year quarter figures in dash report for comparison. Also requested to include metrics of instagram and other social media going forward and a presentation by staff on social media metrics and comparatives with similar stations at next board meeting.

Priority Updates.

**Midland signal.** Station currently working with AT&T on fiber optic resolution. According to AT&T information, setup should be complete by July 23, fiber splicing to be completed on August 5, and activation on August 23. Bill suggested that staff consider developing a campaign in anticipation of consistent signal that would build excitement about change and welcome feedback from listeners. Discussion followed.

**Presidio Broadcast.** Signal broadcast has been tested and deemed working up to full power. Planning launch with consulate. September 15 suggested as possible day for launch party but no action taken. Next steps are identifying party date and holding fundraising meetings.

**Development Director.** Elise delivered news of the new hire Director of Membership and Individual Giving, Hannah Siegal-Gardner. Hannah will be focused on membership and major donors. Original role was development director, but changed the title in order to be pragmatic about her goals. Two big projects are database and stewardship. Barbara remarked she will also be involved with pledge and events for major donors.

New additional priority is replacement of the faulty generator at Brown Mountain and backup generator at station. Ian meeting with new service representative in Alpine. Discussion followed.

FCC report. Elise gave report regarding FCC compliance and obscenity guidelines. FCC station renewal is in 2021. Elise presented documents regarding cash handling.

11:30am short break.

Grants. Elise presented foundation and grant report and raising revenue goal. Al noted Elise's great success in grant and foundation fundraising. Elise said one of the challenges in working with foundations is stewarding relationships. Kristina asked how the board can be more supportive and

asked for foundation reports every quarter to be included in board packet. Lee Anna mentioned she knows a good grant writer in Midland who she can refer.

## **Committee Reports**

### Governance Committee.

Kristina submitted a new board development document created to formalize a process to vet and evaluate new board candidates. Al suggested considering a new board member from Presidio. All board members were encouraged to use this document to submit prospective new members to the governance committee. Discussion followed.

Bylaws. Shane presented changes to bylaws. Discussion revolved around term limits and institutional knowledge versus new members, number of members, committees including audit committee, emeritus members, and other changes. Next action: Shane will send out a red lined version and board will vote on the changes during the October meeting.

### Calendar dates.

Discussion as to board meeting dates, drive dates, and conference dates including the Murrow awards gala in October. Discussion followed.

### Development Committee.

Barbara and Christian presented details on October Marfa to Midland event. Goal is \$100K. Christian outlined sponsorship of tables and tickets. Next mailing goes out end of August. Barbara needs commitment of all silent auction items by September 1. Discussion related to event followed.

Executive session called at 2:07 PM by Al Davis.

Meeting was adjourned at 2:32 PM. Next quarterly board meeting will be Saturday, October 19<sup>th</sup> at 10am in Marfa.

Minutes submitted by: Ginger Griffice, Secretary