

Board of Directors
Meeting Minutes

Saturday, January 25, 2020 – Permian Basin Area Foundation, Midland, Texas, at 10:00 a.m.

Board members in attendance: Al Davis, Liz Rogers, Bill Dings, Sam Wynne, Cory Van Dyke, Shane O’Neal, Jeremy Steele, Christian Patry, Barbara Love, Lee Anna Good

Absent: Woody Leverett, Ginger Griffice, Kristina Van Dyke

Proxy: Woody Leverett’s held by Liz Rogers; Ginger Griffice’s and Kristina Van Dyke’s held by Al Davis

Staff in attendance: Elise Pepple, General Manager; Lisa Kettyle, Office Manager; Hannah Siegel-Gardner, Development Director

Meeting called to order at 10:05am

Executive Session: Called at 10:05 by Al Davis. Adjourned at 10:30. These board members were nominated and elected to positions: Christian Patry (President); Liz Rogers (Vice President); and Jeremy Steele (Treasurer).

Approval of Minutes: Minutes of October meeting were approved.

Fundraising: Al and Elise discuss financials. We are in a positive position. We are expecting future increase in FMH grant as well as help with the signal. We anticipate a big push at the end of the year. There was an issue with the replacement of the antenna on our tower, it was damaged during maintenance and we received a reimbursement for the cost of a new antenna. There is a pending lawsuit that is unlikely to be a liability. We paid off our \$80,000 note.

Vision 2020 & Budget: Elise presented her vision for the future of the station. We have accomplished a lot over the last year and received significant recognition for it. There are major trends in public media, requiring paradigm shifts: (1) increase in podcasts and digital media consumption, (2) interest in rural issues, (3) a need for diversity, and (4) the rising importance of engagement through events. Because of those trends, our goal is to produce new content (through podcasts and normal reporting), employ local voices, and host high quality, frequent events. Specifics: Storycorps collaboration on podcasts, local voices training, we have a timeline for training locals to work with the radio station, with the goal of hiring one by the end of the year. Podcasts, we are collaborating with Boomtown, the project will conclude with a party at the Petroleum Club. We are also considering a limited run visitor’s podcast and looking more broadly at additional podcast opportunities. Hannah gives summary of specifics of Boomtown wrap party. Elise reviews budget breakdown by quarter and its alignment with the vision. Long-term, 2025, vision: create a rural lab hosted by MPR that focuses on content, local training, and events; to achieve that, increase staff numbers to 22.

Fundraising: Hannah discusses progress and sets goal of increasing current budget by \$150,000 for 2020.

2020 Budget: Elise compared 2019 to goal for 2020. We are attempting to further merchandise by using search engine optimization and trying to increase sales. Underwriting is low hanging fruit. Bill suggests we accelerate hiring of an underwriter who will answer to Hannah. Action: we will start aggressively recruiting an underwriter. Budget approved by unanimous vote.

Nominations: Discussed nominations to the board. Jon McLaughlin voted to be a board member by unanimous vote. Additional candidates discussed.

Dashboard Report: Lisa discusses website and how long people are staying engaging with the website. Our followers on Instagram have increased. On Facebook we are seeing a larger variance in activity correlated to world and local events. Discussed models in public media and our activity on Twitter. Lisa explains our progress with the Digital Culture Accelerator.

Development: We are looking at members by market and identifying members who can help us grow. Barbara expresses need for more in depth connection of digital engagement and new membership. We have seen an 84% increase from 2018 to 2019 in end of the year giving which was particularly strong due to an aggressive campaign. Bill suggests a further fundraising effort by sending solicitations with pre-addressed and stamped.

Calendar: Elise discussed future events. Board approved draft of events for this calendar year.

Board Matters: Hannah explained conflict of interest form. Board adopted, each member signed.

Committees: Al outlines current committees: executive, development, governance, digital, and office remodel.

The Executive Committee will be composed only of the officers previously elected.

Members of the development committee: Christian, Jon, Hannah, Sam, Bill.

Members of governance committee: Christian, Shane, and Dan Eck [added later by unanimous written vote].

Digital and technology: Sam, Lisa, and Jon.

Office Remodel: Jamie Garza, Chick, Christian, Hannah, Diana, and Ginger.

Discussion of funding for real estate expansion.

Created an additional Marfa-to-Midland committee: Christian, Barbara. Will search for an additional co-chair not on the board. Discussion of hiring a contract events coordinator in Midland.

Availability of Fort Stockton License: Discussed currently available license. It is a class C2. Liz has identified a funder who would contribute. The audit is for \$15,000. The board expressed interest in pursuing it, at least at the initial stages.

Meeting adjourned 1:51 p.m.