



WYSO BOARD MINUTES

March 17, 2010

Family Services Association

Dayton, Ohio

Members present: Don Hayashi, Karl Colón, Bonnie Parish, Karen Meade, Gary Honnert and Glenn Watts.

Members absent: Heather Martin, Tom Faecke, Nancy Nash, Mel Marsh, Evan Scott and Seth Gordon (on leave).

Staff present: Neenah Ellis.

Don called the meeting to order at 8:15 AM. A quorum was not present at the start of the meeting.

Spring Drive. Neenah reported that we are at \$149,000 and she anticipates that we will reach the \$170,000 goal by March 31 when the books on the drive will close. Neenah said that moving up the date of the Spring Drive put a lot of time pressure on the staff and this may have reduced the effectiveness of the campaign. Coming as it did so close to the Silent Auction, the Spring Drive couldn't receive the time and attention that has been given in previous year to mailings and the staff activities needed to prepare for the drive.

Several suggestions were made to improve the next drive including increasing the amount of on-air humor, making the dollar goal more flexible, bringing back the "fact cards," sending an E-mail to guests encouraging them to notify their friends when they will be on air, and asking volunteers who answer phones to alert their friends.

McGregor. The station is working with McGregor to enable a current student to complete a Master's degree. This will involve giving the student a number of hours in the station. Seth Gordon has been helpful in making this happen.

Aileron. Neenah has visited with Aileron and she was very impressed. Bonnie Baker was very helpful. (Aileron is a non-profit Dayton organization created to strengthen communities by helping business owners lead and manage their companies. Aileron was founded in 1996 by Clay Mathile--former owner of The Iams Company-- on the principles of learning, doing and giving. Its participants learn the value of professional management, putting knowledge into practice and sharing their paths to success with others.)

Station Relocation. Discussions between the University and the owners of the former Creative Memories Building are continuing, but it is not clear whether an agreement can be reached. The pressure to relocate was reduced recently by the news that a new furnace will be installed at the Sontag-Fels Building where the station is currently located. Under the terms of the lease between the University and Antioch College, negotiated after the College purchased the Sontag-Fels Building, the station is able to stay in the Sontag-Fels

Building for five years. A little more than four years remain on the current lease and it seems likely that the lease could be extended, if needed. The University has suggested that the station could move into the Kettering Building where space is available, but extensive renovation would be needed. This option will be explored if it becomes clear that the Creative Memories Building is not going to be available.

Rebranding. Neenah said that there will be a meeting next week to consider developing a more effective public image for the University, and WYSO's role in that process.

StoryCorps. Neenah reported that everything is going well for StoryCorps' arrival on April 19 at the Schuster Center. Recordings will be made from April 22 through May 15, 2010. There will be an opening day media event at the booth and a closing event inside the Schuster for all of those who had an opportunity to be recorded. Board members were encouraged to provide suggestions to Neenah on who should be invited to the two events. The names of people to be the first to record were also offered.



Urban Nights (May 14) and the International Festival's "A World A'Fair" (May 14-16) will be running in downtown Dayton while the StoryCorps trailer is there. These events bring a lot of people to the downtown area, and locating a WYSO remote at the Schuster Center on May 14 might bring good publicity to the station.

Next Meeting. The next regularly scheduled meeting will be held on Wednesday, April 14, 2010 at **8:15 a.m.** at WYSO in Yellow Springs.

The Agenda will include approval of the Minutes of the meetings of January 13, 2010, February 26, 2010 and March 17, 2010 and a discussion of the qualifications that we need in our new Board members so that recruitment can begin. Additional agenda topics should be E-mailed to the Chair not later than the Friday before the meeting. These can be things that you want to present or things that you would like others to discuss. The expected outcome (e.g., a resolution) and the estimated time that the discussion will require should be provided along with the topic.

Adjournment. Moved by Gary, seconded by Don, to adjourn. The vote to approve was unanimous and the meeting adjourned at 9:36 AM.

Respectfully submitted,
Glenn Watts, Secretary