



WYSO BOARD MINUTES

August 12, 2009

Family Services Association

Dayton, Ohio

Members present: Mel Marsh, Heather Martin, Bonnie Parish, Karl Colón, Seth Gordon, Don Hayashi and Glenn Watts

Members absent: Nancy Nash, Evan Scott, Gary Honnert, and Tom Faecke

Staff present: Neenah Ellis

Heather called the meeting to order at 8:38 AM.

Minutes. Moved by Karl, seconded by Bonnie, to approve the Minutes of the meeting of July 20, 2009 for posting on the website. The vote to approve was unanimous. Glenn will E-Mail a copy to Jacki Mayer for posting.

Board Member Application. Heather asked if there were any changes or additions to the draft of the questionnaire to be given to potential members. There were none so the questionnaire will be used for all future applicants.

Carillon Park Concert. “Dan Hicks and the Hot Licks” will headline the Sunday, August 16 concert which will start at 5:30 PM at Carillon Park in Dayton. The local group, “Corn Daddies,” will open the event. Neenah said that she thought that sufficient volunteers had signed up for the event. Those who will be helping should be at the park by 4:00 PM.

Retreat Meeting. Neenah said that our regular meeting in October would be too late to discuss the Strategic Plan because she has been asked to attend the Antioch Board of Governors meeting at the end of October and she wants to use the plan as the basis for her presentation to the Board. In addition, the fall Pledge Drive is scheduled for October 3-11 and it will take nearly all of the staff time prior to the October meeting. Because material for the Antioch Board of Governors needs to be mailed two weeks prior to their meeting we need to move the Strategic Planning meeting into September.

After discussion of options, it was decided that the Strategic Planning meeting will be held on Thursday, September 24 from 4:00 PM to 8:00 PM. Neenah will arrange for food and Seth will find an appropriate room at Antioch University McGregor. Mel said that the focus of the meeting will be to develop goals for the next three years. We will need to determine what it takes to make the station self-sufficient. Currently, the station is receiving in-kind support from the University and it will likely be necessary for the station to cover these expenses in the future. In addition, if the station builds a new building, the operating cost of the facility will be considerably larger than current costs.

Mel said that she is working with Jacki to pull together some basic information on the staffing and finances of the station over the last five years. This can help us focus on where we have been so that we can determine where we may be able to go.

Gathering the Board, Volunteers and Staff. Neenah said that it will not be possible to hold the gathering in September, but she is continuing to work on finding a date.

Marketing Plan. Neenah reported that she is working on the Marketing Plan. This should be added to the December agenda, but the material she is developing will also help inform the strategic planning process.

Financials. The material that Jacki Mayer sent to the Resource Board was interesting, but not entirely what the Board was expecting. Mel has sent an E-mail to Jacki asking for different material. A simple monthly summary of revenue and expenses compared to the budget at that same point in time would be very helpful.

Seth said that he needs membership information and Karl said that this is now available.

Survey Results. Mel said that she encouraged everyone to look at the on-line responses to the survey so that we can determine where we have common understanding of the future. One issue is our relationship with the University and other organizations. After August 31 when the College is transferred to ACCC, there will be changes for WYSO that need to be considered.

Collaboration issues need to be explored. How might we expand participation with cultural, civic and educational institutions? What should our relationships be with other broadcast organizations? How will internet-based media services tie us to our audiences and how will we pay for these services?

Good content is expensive. How do we get the people who use our services to pay for them so that we can do an even better job?

One of the areas where the Resource Board members may have some disagreement is over the target audience. We need to know more about our current audience so that we can determine whether we can expand. Karl said that a ZIP Code analysis could provide a lot of information.

Mel said that the staff has completed the survey on paper and that they were excited about this process. Their responses will be added to the web version and, once they are entered into Survey Monkey, the Board will have access to them. She also said that a station volunteer focus group meeting will be held on August 20.

General Manager Report. Neenah reported that funding for the first phase of the Archive Project has been received and work is starting. The performance space is now filled with tapes and the archivist, Deanna Ulvestad, is hard at work cataloguing them.

The contract with Story Corps has been submitted and this project is now moving ahead. There will be a lot of work starting about November.

Next Meeting. The September 9, 2009 meeting has been cancelled because of the Board's Strategic Planning Meeting that will be held on September 24. Therefore, the next regular meeting will be at 8:30 AM on Wednesday, October 21 at Family Services Association in Dayton.

The Agenda will include approval of the Minutes of the meeting of August 12, 2009 and a discussion of the marketing plan. 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 to have presented or discussed. 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 Mel, seconded by Don, to adjourn. The vote to approve was unanimous and the meeting adjourned at 9:51 AM.

Respectfully submitted,
Glenn Watts, Secretary