

WEFT Board of Directors Meeting
OPEN SESSION
 Oct. 26, 2015, 7:00 pm
 Lincoln Building, 44 E. Main St., Champaign
 Rm 421

	Board Members		Guests
x	Vicki Niswander (VN), chair (via phone)	x	Bob Paleczny (BP)
x	Al Kurtz (AK), Vice Chair	x	Bruce Zimmerman (BZ)
x	Mark Niswander (MN), Secretary	x	Fred Segovich
x	Don Davis (DD), Treasurer		
x	Barb Trumpinski-Roberts (BTR), at-large		
x	Sandra Ahten (SA)		
x	Andrew Cardinal (AC)		
	Robert Gattermeir		
x	Lori Serb (LS), SM (ex-officio)		

1. Call to Order -- By AK at 7:05pm.
2. Introductions --
3. Public Comment – BP expresses displeasure at proposal to cut the SM to half –time while expecting her to perform 60-70% of the full-time duties. Such action is disrespectful to LS. She was given unrealistic expectations. The BOD is neglecting its own duties on fundraising and it is unfair to the SM.
4. Approve Agenda – SA moves to approve with minor change. MN seconds. Acclamation.
5. Approve minutes from last meeting (9.28.15) – SA moves to approve. DD seconds. Acclamation.
6. Chair’s report (GDH) – Dave Witzany has obtained underwriting to cover the costs of the Grateful Dead Hour for the next 6 months and promises for the 6 months after that. So no decision will have to be made in that regard at least until June 2016.
7. Treasurer’s Report – DD reports that income is down considerably from the projected. Expenses are within 10-15% of projected. Running a \$14,000 deficit for the year. BTR moves approval of report. AC seconds. Acclamation.
8. Reports (All standing reports should be provided in written form at least 48 hours in advance of

the meeting)

- A. Station Manager Report
 - B. Committee Reports (PC, Music, Building, Engineering, PR, Finance, Digital Library, HR, Community Shares, Underwriting, Pledge Drive)
- BTR moves to accept reports. AC seconds. Acclamation.

9. New Business

- A. NFCB Consultation – VN reviews conference call with Sally Kane of the NFCB. Others on the call were SA, LS, and BZ. Kane says WEFT is stuck in the 1980s and needs to change drastically to succeed. Funding for successful community stations comes from 33% underwriting, 33% membership, and 33% grants. WEFT Bylaws need to change. Need more paid staff; not less.
- B. Proposal – VN and SA present a 12 point resolution (attached) to implement changes to WEFT’s funding model, governance, and programming that will assist WEFT’s future. The resolution provides for a Rapid Response Team (RRT) to be comprised of 3 BOD members and WEFT paid staff that will act to carry out the resolutions, develop a plan and budget, and report progress to the BOD monthly. SA moves to approve resolutions 1-12. AC seconds. SA calls for roll call vote. MN seconds.
 - BTR – Yes
 - AC – Yes
 - MN – Yes
 - DD – Yes
 - SA – Yes
 - AK – Yes
 Motion passes 6-0. (VN not voting)
- C. Proposed Budget changes
 - I. SM position and health insurance – SM position and benefits to remain. No further action.
 - II. PR committee – No discussion.

- 10. Old business – None.
- 11. Fundraising – LS informs BOD that WEFT is the Common Food Coop “spare change recipient” for the month of November. Typically this brings the recipient ~\$2000.
- 12. Closed Session – personnel
- 13. Adjournment – BTR moves. AC seconds. Acclamation.

Action Items		
What	Who	When

Whereas we understand that the situation of Prairie Air Inc., is such that WEFT will only continue to operate in the future if there are changes in major areas of the operation including strategic planning, the funding model, governance and the programming model. As a board we ...

1. Resolve to explore ways to keep WEFT, Prairie Air, Inc. financially solvent by seeking guidance and outside consultation from, but not limited to NFCB/Sally Kane (who will consult as a free service to NFCB members up to a limited point, Nan Holdin (founder of the CPB and founder of the NFCB, who has also offered to donate consultation time) as well as Danielle Chenoweth (past WEFT board member, founder of the UCIMC, former project manager at Prometheus Radio Project, now at Center for Media Justice who is willing to donating her \$120/hour consulting fee).

2. Resolve to explore every means necessary to keep WEFT a terrestrial (not just virtual) radio station, while at the same time being responsive to the changing media delivery landscape.

3. Resolve to consult with professionals including bankers, property managers and/or real estate developers to determine plans that include (a) keeping the building and creating another an income stream from the building, (b) leveraging the building for operating cash; (c) being prepared to sell the building.

4. Resolve to develop a new funding model that includes less percentage of its balance on pledge drives and traditional grants.

5. Resolve to develop, brand and promote WEFT around local concerns and productions.

6. Resolve to understand and clarify who we are serving so that we can respond to them with programming that will compel them to listen and to be involved as supporters.

7. Resolve to evolve our programming so that we have more sustaining members while staying true to our mission.

8. Resolve to clarify our mission.

9. Resolve to work with other community organizations especially other public media to share resources and bring more voices to the air in as fiscally responsible manner as possible.

10. Resolve to commit ourselves to making the volunteer experience at WEFT a positive experience.

11. Resolve to empower a Rapid Response Team (RRT) that can act to carry out the above resolutions without getting approval for individual actions, but rather by developing a plan and budget that are adopted by the BOD and then reporting on adherence and success with that plan and budget to the BOD on a monthly basis.

The RRT will in essence be working within the By-Laws by using a team approach as the General Manager position as described in the By-Laws.* The goal of the RRT will be to show improvement in the station finances over the current approved budget of 2016 within one year and to have a positive cash flow by year end 2017. The Station Manager's salary will be included in the budget. A goal of the RTT will be to develop a staff of paid workers and volunteers who can maintain a functioning fiscally sound station without the RTT by year 2018.

The RRT will include three members who will make decisions by consensus when possible or by 2/3 majority. The BOD Chair will be one team member. The BOD chair will appoint two other members of the BOD, who have business experience, especially writing a business plan, implementing a business plan and working with budgets. Or marketing research or marketing experience. Or Non-profit governance experience. Or community/public media experience beyond their experience at WEFT. The appointees shall be willing to be available several times per week for email consultation and decision making (prefer daily) and at least weekly for a team meeting. The BOD chair will replace these members at her discretion.

12. Resolve that the plan that is formulated and carried out by the RRT will be called WEFT Vision 2020 so that we can convey to our community partners as well as our members and associates that we are directing changes at

the station that will carry us into the future with an innovative and a sustainable strategic plan.

(Budget and Plan to be presented by RTT to BOD at special study session Monday, Nov, 16, 2015, 7pm)

*7.05 The General Manager(s) shall be appointed by the Board of Directors to serve as a liaison between the Board and the staff of such broadcast station(s) as the corporation may operate. The General Manager shall be responsible for the coordination of the staff and the operation of such broadcast station(s) as the corporation may operate. In relations with the FCC and other such agencies as are concerned with broadcast operations. The General Manager shall perform the functions usually performed pertaining to the position of general manager or chief executive officer of the broadcasting station, including the hiring, supervision, evaluation and termination of staff and volunteers. In performance of these duties, the General Manager(s) shall be subject to the control of the Board and subject to such limitations with respect to financial affairs and contractual matters as the Board of Directors may resolve or otherwise provide.

Digital Library Committee Report to the Board – October 2015

The 3rd Qtr. Sound Exchange report is now listed as Complete by the NPR Public Interactive website where we file the reports. WEFT's reports have been Complete 20 of 22 quarters going back to the 2nd quarter of 2010. Extensive training on the reports was done at our October meeting and we will continue to train volunteers at future monthly meetings. After consultation with the Station Manager the Spintron reporting period for the 4th quarter has been set for the two weeks between November 8 and November 21.

This month we added News From Neptune to the online archives of Public Affairs shows available on our website. There are now seven different WEFT PA shows available for listening and downloading on demand. We also provided a link to Berenice Ruhl so the recent Mid-Watch show she subbed for Reasonable Man Stan could be shared with her friends and family. We continue to evaluate adding other shows to our archives, with the focus being on locally originated community content.

The replacement system for WEFT's Streaming Computer is progressing slowly. We will continue testing the system and configuring the recording and streaming programs. We plan to have the new system installed and in use by the end of December.

Through the efforts of WEFT volunteers we continue to add musical tracks, PSA's and Station ID's to our Digital Library. We now have close to 5500 disks and over 65,000 tracks in our library.

Bob Paleczny
Digital Library Committee Chair

