

WEFT Board of Directors Meeting
Open Session
 November 16, 2015, 7:00 pm
 Lincoln Building, 44 E. Main St., Champaign
 Rm 421

	Board Members		Guests
x	Vicki Niswander (VN), chair	x	Doug Olive (DO)
x	Al Kurtz (AK), Vice Chair	x	Bruce Zimmerman (BZ)
x	Mark Niswander (MN), Secretary	x	Ed Mandel (EM)
x	Don Davis (DD), Treasurer		
x	Barb Trumpinski-Roberts (BTR), at-large		
x	Sandra Ahten (SA)		
x	Andrew Cardinal (AC)		
	Robert Gattermeir (RG)		
x	Lori Serb (LS), SM (ex-officio)		

1. Early start – tour of the 2nd floor at WEFT (6:30pm) BZ leads the BOD through the second floor describing the cleanup that has taken place. BOD is briefed on electrical/plumbing/structural (interior and exterior) conditions and items remaining to be assessed.
2. Call to Order (44 E. Main, Lincoln Building) 7:12 VN
3. Introductions – Not necessary
4. Public Comment -- None
5. Approve Agenda – MN moves approval, DD seconds. Acclamation.
6. Approve minutes from last meeting (10/26/15)
 - A. Open session -- SA moves approval, BTR seconds. Acclamation.
 - B. Closed session -- AC moves approval, BTR seconds. Acclamation.
7. Chair's report -- None
8. Treasurer's Report – DD presents. BTR moves approval, MN seconds. Acclamation.
9. Reports (All standing reports should be provided in written form at least 48 hours in advance of

the meeting)

- A. Station Manager Report -- LS presents.
 - B. Committee Reports (PC, Music, Building, Engineering, PR, Finance, Digital Library, HR, Community Shares, Underwriting, Pledge Drive) -- MN moves to authorize up to \$400 for preventive maintenance on HVAC system per BZ recommendation. AK seconds. Acclamation.
10. Old business
- A. Strategic Plan -- SA provides update and status to recently passed resolutions. DD moves to accept the SA changes to the budget with format changes to come later. AK seconds. Acclamation.
11. New Business
- A. Additional part-time Admin asst. – Approved as part of item 10. A.
 - B. Bylaw compliance and possible revision (separate handout) – Suggested Bylaw revision from a successful community radio station passed out for information only.
 - C. Expenditure for Smart Sheet (separate handout) – SA presents case for purchasing this project management software. Cost is \$99/year. BTR moves purchase. AC seconds. Acclamation.
 - D. Committee for Building Assessment – Mission for this team is to obtain information on: a) keeping the building and creating another income stream from the building, (b) leveraging the building for operating cash; (c) being prepared to sell the building. BZ, MN, DD, AK volunteer for team.
 - E. Community Shares agreement -- BTR moves to forgive debt of Community Shares owed to WEFT from 2010. AK seconds. Acclamation.
12. Fundraising -- None
13. Closed Session - personnel – AK moves to go into closed session. DD seconds. Acclamation.
14. Adjournment – DD moves. SA seconds. Acclamation.

Action Items		
What	Who	When
Send IAC final report to BOD.	LS	By 11/24/2015
Send Programming Committee minutes to BOD.	VN	By 11/24/2015

Future items:

Officer elections (Dec)
Pledge Drive
Board job descriptions
Board Training

Station Manager Report November 2015

Round Up for Good 2015 November WEFT Community Radio \$787.60

Coordinate On---air publicity, WEFT table 11/21 10am---12pm

Fall Pledge Drive September 1--20th

All thank you gifts mailed out or hand delivered. Follow up on outstanding pledges continues.

Sustaining Membership and Ongoing donation options returned to website Power To The Tower donor names returned to website

Illinois Arts Council Grant

Current Illinois Budget Impasse freezes FY2016 awards.

Professional Development

Parkland: Great Fundraising Letters Parkland: Getting Grassroots Gifts Conference call with NFCB CEO, Sally Kane

Underwriting (see Underwriting Report October 2015) Volunteer Coordination

New airshifter trainings continue in Nov. and Dec. Coordinating Holiday subs

Krannert In---kind WEFT visibility Sudden Sound In---kind WEFT visibility C---U Folk & Roots visibility

SPINITRON QUARTERLY REPORTING

Q4 Spinitron reporting period 11/8---11/21.

EQUIPMENT

PRSS service cancelled, PRSS Equipment returned. Enco disabled. New instructions communicated to airshifters and posted.

Replaced shock mount for the center mic in the front studio

Out of the Office

Thursday 11/26 and Friday 11/27 12/24, 12/25, 12/31 and 1/1

Digital Library Committee Report to the Board – November 2015

The primary objective of the Committee over the next six weeks will be to prepare the 4th Qtr. Sound Exchange report and submit it to NPR Public Interactive. This report consists of 2 parts, a corrected Spintron playlist file and a streaming log file. WEFT is in the middle of our mandatory two-week Spintron reporting period which ends Saturday November 21 at midnight. We submit that data along with a corresponding log file from our ViaStreaming host. The Sound Exchange report must be filed immediately after the end of December. Most of the focus of the Committee meeting will be on training members of the DLC to assemble the data into the two spreadsheets, correct them and adjust them to match the required report formats. We anticipate a consistent flow of emails after the December meeting as we prepare the report and verify it's compliance with the required standards.

A new task has arisen for the Committee which is to provide another internet audio feed to the Front Studio, basically as a replacement for the ENCO system. This would allow airshiffters to queue up another show while they are playing a feed from the current system. Examples where this is advantageous would be for Courier hosts to queue up the next show while Democracy Now! is playing or Morning Menu hosts to queue up Deutsche Welle Radio News while Zara is playing,. Discussions are in progress on the availability of another computer and the required input connections to the mixing board in the Front Studio.

The DLC continues to maintain the weekly uploads to WEFT's Public Affairs archive. We also evaluate other shows to determine if they should be added to our archives, with the focus being on locally originated community content. We will begin discussions with the WEFT Web Team to determine the best way to adjust the webpages to archive the 2015 audio files and shift the focus to displaying the new files that will be generated in 2016.

Through the efforts of numerous WEFT volunteers we continue to add musical tracks, PSA's and Station ID's to our Digital Library.

Replacement of WEFT's Streaming Computer in the Great Hall is essentially on hold to allow us to focus on higher priorities. We will continue testing the hardware and the recording and streaming programs. Since our current Streaming and Recording system is working, we need to verify the replacement will work flawlessly before we transition to new hardware.

Bob Paleczny
Digital Library Committee Chair

WEB COMMITTEE

Bob, Bruce and I had a web team meeting yesterday and thought it might be helpful if we prepared a bit of a report for the board meeting.

Here's what we've been up to over the last few months:

What have we done so far:

The web site is mobile friendly

We've added public affairs archives, and we continue to update weekly

We added show proposal pdfs

Updated the Support page

Updated the About to include Mission Statement, History, Music and Admin Contacts, and WEFT in the Media (including the latest N-G article)

Working on YouTube channel and we now have a link to it on our home page: wrote a PSA for air shifters to read Old versions of the WEFT Wireless and Revue, wrote a PSA about that as well

We're adding a Governance page for things like the by-laws, SOP and board minutes.

Lorri

MUSIC COMMITTEE

All I would add from the MC is that we are looking into ways to better utilize the music collection for airshifters/the station and how we can clear out some of the old culled discs from up in the attic.

Thanks,
Anthony

BUILDING COMMITTEE

Here are a few notes which might be of interest from the past few weeks.

-- The roof top FM receiver antenna base was replaced with a new heavy treated lumber platform. The old oak pallet base had disintegrated.

-- We have three satellite dishes on the roof. Two are currently not in use now that we have stopped making use of ENCO. We should investigate removing the oldest dish in 2016. The Pacifica dish is in use though only used once per year for the Homeless Marathon.

-- Bathroom lightbulb replaced with a brighter one and fan unit cleaned.

-- Two HVAC vents in studio removed, cleaned and lubricated. This in response to complaints about ease of operation.

-- I attempted to repair the east light fixture in the Station Managers office and found one of the wires connecting it to power had come loose in the ceiling box. This is third bad connection of this type I have found in the front of the building. I will re-hang the light within a week or two. I may add a pull chain switch to it as it appears it is not always needed.

-- No action on bathroom cold water repair. Problem understood. Just need time and confidence to tear into it.

-- We have started another heating season without a furnace preventive maintenance (PM) check. I would advise that we do have a professional check the heating unit at some point.

-- ENCO equipment - 2 satellite receivers were un-racked, packed and shipped via USPS. The ENCO computer is ours but as it is unused I have powered it off.

-- Now that the shred material is gone. The focus over the next few months will be to move electronic recycling out of the building. We have perhaps 60 audio devices, printers, and computers which need to be reviewed and a determination made as far as disposition - keep, donate, sell, re-cycle. In addition we have perhaps 50+ pounds of various electronic bits and pieces which are no longer needed at WEFT and are recyclable.

-- At my invitation Jeff Mellander visited the site on 03 November. This to view the building and informally review use possibilities for floor 2. Jeff has extensive experience in living and developing older spaces in down town Champaign. He was generally in agreement that the second floor would be a nice artists space but had doubts about the ability for rental costs to service any incurred debt for doing the work. In time it would be a net asset but during the loan repayment probably not. He agreed that \$50K would cover some of the costs but it could easily go 20% more even if we just shelled it out. He said, though unfortunately he knew it was a bit dangerous to do so, it might be good to have a city inspector look at the space and tell us what they would require so as to reduce the risk of major surprises as regards life safety, electrical service changes and any structural/build out concerns.

-- I will re-measure the second floor space on Saturday 14 November but it is smaller than I had previously assumed. When working on the roof the building looks about 400 sq feet larger due to the structure attached to the back of our building. This structure is likely part of Dave Monk's building (an attached el) but we will not know if he or we own it until such time as the deed is reviewed. Our floor two is perhaps only 1300 sq feet usable space at this time.

-- I will add temporary lights for the Monday tour of floor two. Board members are advised to each bring flashlights if they wish to peer into dark corners.

-- Once the Music Committee lets me know what to do with the CDs stored in the alcove near the front of floor two we can convert that space to be used for sorting of archival materials, magnetic media, and financial records. Goal is to reduce the bulk to that which is actually needed/desired and dispose of (recycle or trash) the rest. I estimate we can get rid of at least 50% of the bulk stored in these areas. I have asked the committee to let me know after their next meeting.

-- Bought a new door mat for the front. It's a bit smaller than the old one but looks better. Need to dispose of the old one.

-- Discussed with Lori safety concerns about the ramp on the front of the building. The edge of the ramp and landing is not painted well. Further it is about a foot too short such that people exiting the building in a wheelchair can easily roll forward off the edge. An option would be a removable stainless or aluminum rail/barrier installed on the street side of the landing. This gives both a visual cue but also would stop a chair toppling off the edge. The rail would need to line the area in front of the door and part way down the ramp. It could slip into holes in the ground and then be pulled out during load in/out periods.

Bruce Zimmerman

11/2016 -- RRT Update on Resolutions that were passed 10/2015

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, Nan Holdin as well as Danielle Chenoweth.

We had a Nov 6, 2015 Meeting with NFCB who thinks we are on the right track with regard to the restructuring of our income sources. Will be meeting with her this week to get feedback specifically on the *underwriting plan and. Suggests we work more diligently on the real estate plan (see 3 below) to be prepared to have a mortgage on the building if necessary and possible.

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.

We are working with MBA program at UI to explore a marketing plan that reaches and grabs a younger audience. We are networking with community members who are design and tech oriented. We are developing a podcast program model.

2.

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.

Although we are on the right track, the real estate plan needs to be further developed as per the consult with the NFCB. We suggest empowering a team of three to bring developments to the board in regard to our options.

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

Using the model suggested by the NFCB of 1/3 =grant/philanthropic, 1/3=membership, 1/3=underwriting we know we are underperforming in underwriting which is an area that we hope to remedy quickly. (*see underwriting plan) We have attended a grant writing workshop and identified 2 potential new grant sources. We feel that with our REBRANDING** which we are targeting for next Sept. we will be able to increase our membership numbers and our potentially our membership fees as well.

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

We are gathering ideas and gauging interest for a podcast program /community calendar/local news emphasis to undergird our public affairs. This will be moved forward as we engage a Volunteer Coordinator to work with interns and other volunteers. It may be necessary to redefine the role of station manager in relationship to the Programming Committee and Training Committee. Currently no action is being taken on this that will immediately affect programming except that we will potentially have new drop in programs being generated.

6. Resolve to clarify our mission. 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.

Resolve to evolve our programming so that we have more sustaining members while staying true to our mission. We are researching history to find what has been defined as our mission in the past. Exploring a new "donor database" and ways to communicate with donors.

7. 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.

We will be working with IMC/WRFU toward the goal of making the podcast training-programming /community calendar/local news*** once we have the Volunteer Coordinator in place.

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

We believe that more paid staff as well as creating the positive outcomes that are woven into the vision of this document will make the volunteer experience an even more positive experience.

*** 2016 Underwriting Program**

We have developed a new underwriting plan that includes

(a) our traditional “Choose your Show” sponsorship with a 45 second descriptive announcement for that show as well as

(b) a new add on option that puts a 10-15 second announcement “in rotation” to be played/read during hours when there is no underwriting on the show.

(c) In addition we have new formal structure for underwriting drop-ins that will, in addition to being “dropped in” to WEFT be broadcast as podcasts through iTunes and other RSS feeds.

**** REBRANDING** – The word “rebranding” is for internal use only. We have challenged the UI students to come up with a name for this in the marketing plan that they are developing for us. This “rebranding” will consists of a new website, new app, new programs that will be built around podcast training-programming /community calendar/local news. The new programs will be all of our podcasts/drop ins, as well as a daily local news program. The “rebranding” will be an opportunity to have a media blitz to attract attention and new listeners.

Strategic Plan Summary	
Marketing Plan	Expenditures
Enhance underwriting and donations	Part-time admin asst/volunteer coordinator
Research and write grants	Develop and refine marketing materials (rebranding)
House Concert Series	Increased Printing budget -materials (packets, flyers, signs)
Incorporate periodic texting donation campaigns	Website rebranding
	Double postage budget
	WEFT app

Governance/Organization	Study
Review bylaws and SOPs, and make necessary changes	Building usage - develop real estate plan
Recruit board and committee members with specific skills	Streamlining and enhancing billing processes
Establish Advisory Council	Refurbish back studio
Evolve Job description for the SM/Programming Director	Convert WEFT database to Donor software
Board training and accountability	Airshifter Accountability
Checks and balances for accounting	

Administrative Assistant position available for 20 hours per week at WEFT community radio, reporting to the Board of Directors

Job requirements:

- Strong organizational skills
- Excellent communication skills
- Ability to stay on track even while taking direction from multiple sources
- Experience with Word and Excel
- Experience with database, especially client management systems (CMS) and Filemaker Pro
- Experience with Project Management software
- Experience writing procedures, following procedures and documenting tasks
- Love (or at least tolerance) for the quirky

These are a plus:

- Experience with radio or TV production or administration
- Marketing experience, especially media sales
- Experience with a Non-profit corporation
- Web design or graphic design
- Accounting and/or budgeting

We offer:

- Typical starting wages commensurate with experience
- Review in 120 days
- Flexibility with schedule (although you will have to commit to agreed upon times)
- Casual atmosphere

For more information, contact Vicki Niswander at vniswander@gmail.com, or call 217-778-1664. Please submit a resume and cover letter via email or by regular mail to:

Vicki Niswander
104 Woodcreek Ct.
Mahomet, IL 61853

----- Forwarded Message -----

Subject:Important Action Item

Date:Mon, 9 Nov 2015 11:05:59 -0600

From:Linda Moses <lmoses@cs-il.org>

To:Station Manager <stationmanager@weft.org>, weftbooks@gmail.com

November 9, 2015

To WEFT - FM

In January 2010, CSI members agreed to delay disbursement of a portion of CSI designated funds for 3-5 years. This liability has remained on CSI's book since that time, reducing CSI's assets and jeopardizing its ability to secure a line of credit. This line of credit is critical to CSI's ability to maintain its operation.

Regrettably CSI's financial position is such that it is unable to meet this obligation, now and in the future. The CSI Board Executive committee has directed me to contact each member agency for whom this disbursement is due asking that CSI be forgiven this debt and acknowledge that it will not be paid and is considered fully settled.

The Executive Committee requests that you respond to this email by November 16, 2015, by completing one of the statements below.

Thank you for your prompt attention to this matter.

____ I, (name), an authorized representative of (WET - FM), hereby forgive CSI of the debt owed to our organization from the 2010 delayed disbursement (\$683.76) and acknowledge that we will not receive this disbursement.

____ I (name), an authorized representative of (Organization), do not release CSI of the 2010 disbursement owed to it. I understand that the disbursement will not be paid any time in the near future and will remain a CSI liability.

--

Linda Moses Executive Director Community Shares of Illinois 17 N Wabash, #670 Chicago, IL 60602 312-994-5867
Direct 312-316-4933 Cell lmoses@cs-il.org