

Draft Minutes

WORT Board of Directors Meeting of Wednesday March 16th, 2016 at 7:05 p.m.

Board members in attendance:

Gilman Halsted – Member
Stuart Levitan – Vice President
Jan Levine Thal - Member
Paul Novak – Member
Steve Ringwood – President
Haywood Simmons - Member
Santee Seiberlich - Secretary
Tim Schneider - Staff Rep

Unable to attend –

Jody McCann - Treasurer
Terry O'Laughlin – Member
Aaron Perry - Member

Public:

Jerry Chernow
Norman Stockwell
Glenn Mitroff
Elizabeth Delaquess
Steve McCarthy
Susan Sheldon
Sally Stix – Attorney for WORT

- 1) No additional agenda items

MOTION: To move agenda items 6c and 6h to top of agenda

By: Stu

Second: Gil

Motion Passes: 7-0-0

- 2) No announcements from the public
- 3) Vote on approval March 16, 2016 meeting notes.

MOTION: To approve the March 16, 2016 board meeting minutes

By: Stu

Second: Tim

Motion: Passes: 7-0-0

6) New Business

c) Review of changes to bylaws (Steve)

The change last month has been challenged on the grounds it was not a technical amendment. Document: [Complaint Amendment to Pers Policy.pdf](#)

MOTION: Grant the staff appeal for the Personnel Committee (which remains limited to 3-4 people)

By: Stu

Second: Gil

Motion Passes: 7-0-0

h) Planned Giving discussion (Susan) – Susan was contacted by an attorney who wanted to know the legal name of the WORT Board. When the potential donor passes, the WORT Board would name a trustee to administer a trust solely for WORT.

The legal name for this purpose is: The Board of Directors of Bach Porch Radio Broadcasting, Inc.

Sally noted that the bylaws say that the ‘board manages....’. And when the time comes, the board names a trustee, because this could be many years down the road. When this happens, the board doesn’t need to serve as the trustee. The board designates a trustee at the time.

4) Reports (X = Report Received; * = Report Not Yet Received; na = no activity; P = presentation at meeting)

a. [Staff Reports](#)

Music - <i>Sybil Augustine</i>	X
Listener Sponsor Development - <i>Susan Sheldon</i>	X
Business & Foundation Development - <i>Doug Holtz</i>	X
Operations – <i>Norm Stockwell</i>	X
Volunteer & Outreach - <i>Glenn Mitroff</i>	X
News and Public Affairs - <i>Molly Stentz</i>	X
Web - <i>Tim Schneider</i>	X
Information Technology - <i>Thomas Christie</i>	X

Additional Documents

Listener Sponsor Development

[Listener Sponsor 2017 FY Development Plan - Google Docs](#)

[Listener Sponsor FY 2017 Tentative Income and Expenses - Google Docs](#) [Pledge Drive Comparison by Hour-2016.Winter to 2014.Summer.xlsx](#)

Doug asked the board use Facebook to like, friend and invite others to events, including the block party

The BOD will be encouraged to help sell block party raffle tickets. Members of the BOD can't enter the raffle, but can buy tickets in someone else's name.

One additional item: Tom Christie is currently entertaining a job offer and will give 2 weeks notice. Staff has asked that he keep working on the job binder that outlines his duties.

If Tom accepts another offer, the board creates a hiring committee (see the 2004 84-page hiring guide for details). The FTE hires are not done by the Personnel Committee. 8 weeks is the most rapid amount of time in which a hire is completed.

Tom brought a document to the last staff meeting, along with items he could do either volunteer or on a contract basis. Tom had taken on the desktop support duties from the part-time position as well.

This board commissioned a tech staffing committee that delivered a report containing descriptions and scenarios for tech staffing that would be worth revisiting rather than reinventing the wheel.

Stu provided an update on Molly's staff report; she is apprehensive about losing Sara once she graduates. Sarah's salary will be covered by the endowment program until she leaves.

Report of pledge activity – At some point, do we ask ourselves, when someone has been on the air for a long time in prime time and is bringing in very low dollars, do we need to address the fact that people may not be listening or donating.

Certain things complicate this and the Programming Committee (PC) is the correct body to deal with it. How does the relationship work between the board's fiduciary responsibilities and the PC. The Programmer Enhancement Tool (PET) is a tool that could be used to address things such as promoting shows, community engagement, etc.

The board could talk to the people who may need help and give them a chance to improve their performance. Stu, as rep to Programming Committee has not been instructed to not speak to the committee. This could be one component of the programmer evaluation.

There may be no or ineffective pledge rapping during multiple time slots. There are several shows that are underperforming. This is also about volunteer morale and may be monetizing shows.

Tim believes that involving Sybil or Molly (program directors) first would be the right way to proceed. Some shows are making an effort, but what else can they do?

- Forward promoting from one show to another show could be one way to increase listenership. Possibly, the same people that make the announcements could do this.
- There could be a daily feed on the web site, e.g., 'coming up today'.
- Talking to staff before bringing it to the committee makes sense.
- For forward promoting, we need to determine the mechanism first.

Susan has been keeping track of new donors (lots were received through the challenge grant). Some of the BOD agreed to write handwritten thank you notes by May 15th.

Jan: For several years, we recorded station IDs with celebrities – this helps. They are still in use. May they could be run on the half hour.

Promos are produced on Thursday night, so there might not be time. Sybil and Molly talked to programmers about ways to promote shows. Susan noted that goals get lowered as numbers get worse. We do need to look at goals, as well as dollars raised.

Steve would like the staff to come up with a process for forward promotion.

Paul would like to commend Norm's work on icing on the antenna. The video is still on the Channel 15 section of the weather channel web site (it's channel 15's tower). Norm has photos that we could post on the web site.

MOTION: To accept staff reports

By: Gil

Second: Tim

Motion passes: 8-0-0 (note additional board member arrived for this and subsequent votes and is reflected in the members present)

b) [Committee Reports](#)

Finance	
Personnel	na
Programming	
Fundraising	X
Public Relations, Outreach & Marketing	na
Events	
Engineering	
Elections	na
Community Advisory Board	X
Bylaws	X
Facilities	na
Board/Staff Retreat Planning	
Archives	X

Archives Committee report – Stu noted that WORT volunteers need to get training from the News Director before receiving a press pass. Paul noted that this was a wish list. Norm reminded the board that we have had more than one occasion where someone purporting to be a WORT news staffer has made it impossible for legitimate news staff to do their jobs.

Tim regarding the CAB reports – The reports are Glenn’s staff reports. A report back on the community’s take on our programming, events, etc. would be more helpful. There is currently no feedback. The CAB, as members of the community, should respond to how we are doing in the community. Glenn tells them what is happening at the station, Paul tells them what has happened at the board meeting, but nobody is capturing their responses. Glenn’s staff report shouldn’t be included in the CAB report.

The CAB exists to fulfill a legal obligation. How they conduct their business is up to the CAB. Are there things the CAB is doing that might be interesting to the public as a whole? There is a CAB promo that announces the meeting, but people might come if the topics were announced.

Haywood feels we could gather valuable information from this group. The CAB COULD be a perfect pipeline to get this information. Glenn commented that the CAB in the past has done a series of ‘Friendraisers’ to raise awareness and money for the station. The board cannot direct the CAB, but can make requests.

Tim would like to request that Glenn’s report be removed from the CAB report.

Norm noted the lack of Programming Committee and Events Committee reports . Stu, the PC met and they have an issue before us with a presentation at the next PC meeting.

Events Committee will look at the Business and Foundation Development report and Gil will work on getting the Events Report done in the future. A one-sentence referral to the B&D report would be great. If there is no report, just let Steve know.

MOTION: Accept the committee reports

By: Tim

Second: Haywood

Motion Passes: 8-0-0

6) New Business (continued)

a) Liquor Licenses for Central Park Sessions (Norm)

Central Park Session liquor licenses. A limited number of Class B licenses for wine are granted. Beer is unlimited. WORT has been asked to be signer for the 9/8 Central Park Sessions. We are listed as an additional insured on their documents. Sally would like to see the document with the proper name of the corporation.

MOTION: Move that the board president can sign the application once the document has been verified.

By: Stu

Second: Jan

Motion passes: 8-0-0

- b) Request to Rebroadcast by WMUU (from Molly) Document: [Request to Rebroadcast WMUU.pdf](#)

Elizabeth would like to rebroadcast A Public Affair with the exception of promos and the BBC. Molly says yes/no and the board acknowledges. It will be rebroadcast on WMUU – 1st Unitarian Society low power radio and will include a precoded disclaimer.

- d) Banning Policy (Jan)
Document: [WORT POLICY ON BANNING- April draft - Google Docs](#)

Per Sally, under the rights of suspended or banned person, remove 'WORT' and just leave 'using grievance procedures'.

Paul – 'Failure to cease'. Who determines what is inappropriate?

Jan – # 6 could be taken out and we could let the staff decide. #6 should have 'on site' added. For volunteers, we have the volunteer handbook. We have other policy about representing WORT.

Under 'a non-exhaustive list....', it should be 'revocation of access'. Not 'ban on access'. Sally says we should say where the complaint and grievance procedure should be. We don't know what it should say.

According to Tim, staff has not had enough time to review this. Next steps are to send the edited version to staff and have them vote on it at the next meeting. Any responses go to the secretary to get to the board. The complaint and grievances policy from the Volunteer Handbook could be used as a starting point.

- d) CAB action items (Paul)

The board voted at a meeting that the CAB bylaws needed edits. Norm and Glenn are working on this and will take to the CAB to approve the addition.

Center for Humanities Research has been suggested to help with research. CAB would like to see any future surveys before they go out to provide feedback. The board would need to make an instruction to the staff.

f) Arts Wisconsin Item (Paul)

Sybil made a request for Arts WI for \$300 for to sign up with them for consultation to get grants, etc. Jan would like to see a proposal defining the relationship. Also, what is the timeline? If after 7/1/16, Sybil could submit it as a budget item.

7) Old Business

Board retreat - Revised agenda completed. Do multiple meetings to make sure that items get done? After the last retreat, nothing was assigned. The idea was that the follow-ups would provide opportunities to see what had been done. We assign tasks with deadlines.

Steve pointed out the retreat hours go over our budget for staff time and that more people are likely to come to a 4-hour meeting.

Burt agreed to provide a staff member to guide us through this to make sure that someone makes us do this.

We could have three 4-hour meetings and allocate money in the next fiscal year. Not all of the staff would be at all of the meetings. We will also have new board members. We should start scheduling them for fall with all new people and make attendance required.

The Retreat Committee will write a series of meeting agendas with themes and come up with dates or we could go with the dates we have.

Finances, governance, programming are the big three topic areas.

Cohesion – Burt and his group will be there.

The committee would like:

Meeting 1 governance

Meeting 2 programming

Meeting 3 finances

Subsequent meetings should be pushing along the work done in meeting one.

The 1st meeting is to discuss what's working.

MOTION: Move that board approves a meeting on April 30th 10 a.m. to 2 pm at the station

By: Haywood

Second: Tim

Passes: 6-0-2 (abstentions)

Next board meeting:

Amy Goodman is coming during board meeting (donor event from 6-7 and then her presentation so next the board meeting will be held on May25th.

The Bylaws and Policy Committee: See bylaws committee meeting for language from the board binder.

MOTION: Moves approval of the name change from Bylaws Committee to Bylaws and Policy Committee.

By: Stu

Second: Jan

Motion Passes: 8-0-0

Jan would like to be added to the list of members. The next meeting is 5/4/16. Members are Terry, Susan, Tim, Steve and Jan

Tim – Decision at staff meeting yesterday. They discussed use of consensus and a majority of the staff voted to use consensus as a tool.