

WFAE Community Advisory Board (CAB)

Meeting Minutes

Thursday, February 21, 2019 ~ 5:30-8:00 pm

In attendance: Mary Dombrowski, Robert Koch, John Lincoln, Sri Nagarajan, Joe O'Connor, Renee Rallos, Eric Sipe, Tish Stoker Signet, Cricket Weston, Gabriella Chapman (Board of Directors Liaison)

Absent: Keenya Justice, Hema Parekh, Debbie Sherrie

Motion: By Tish to accept minutes – Seconded by Mary

Joe:Headlines:

1. Digital transformation is going strong
2. 380 entries for the Queen City Pod-Quest; 100,000 votes
3. Greenville, SC –Vaccine story by Alex Olgin – Excellent story/coverage + exposure
4. FAQ City going strong
5. SouthBound (Tommy Tomlinson) plus his book are both being well received
6. Revenue growth up 20% (Goal was 15%)
7. Met budget, but now revenue is falling short – Joe is now fundraising (looking to target major gifts)
8. 9-11million (not 7) Strive to build best practice and on multiple platforms
9. Need events that raise money
10. If there a change in the tax code, we need to know how that will impact WFAE and fundraising.
11. Gifts of \$5,000-10,000 are down.
12. We need to invest money to build money.
13. Other non-profits are doing well. (Mary Diesler – Charlotte Symphony Events – Raised ½ million net)
14. Lack of workshop giving (United Way and Arts & Science Council are experiencing this.)
15. Tom Gabbard at Blumenthal – Major underwriter - Get more sharing with them and maybe partner or at least let know we might be interested in doing that.
16. Mary Dombrowski participated in Millennial feedback, which we are seeking.
17. Mary asked about revenue generating at events.
18. We need to net 6 figures a year.

Ideas of what we can do:

1. See what other radio stations are doing
2. Outsource and do a P&L and start charging for it
3. Beef up underwriting and major gifts
4. Get a template from fundraising arm for public media – establish it and work it

What are we doing to set up events?

1. Contemplating it now – getting to know the market, establishing a timeline for events
2. Paula Poundstone upcoming event on the calendar
3. *Squawks* Premier –This year there will be a fee charged to attend.
4. Annual Event this year is a fundraiser – Guest is Ted Koppel from Nightline (6/6).
5. Host another fund drive (spring) in between Koppel and *Squawks*
6. Grammy awards party at brewery (Joni D. facilitating for WFAE)
7. News & Brews is being discussed.

What is the status of moving WFAE location to uptown?

1. Duke Energy? Do we have a relationship with them? They are an underwriter now. But, Duke did not respond to our FRP, nor did the Char-Meck Library.
2. We have been in talks with Charlotte Ballet and other folks.
3. We are still looking at Spirit Square (with small studio there now).
4. We need to worry about sustainability vs. a capital campaign for money.
5. We don't want to lay off staff.
6. Most organizations that relocated had major donors stepping up to the plate to help. They were also able to raise more money after the move (this is just anecdotal).
7. We do want great visibility that an uptown location would give WFAE.
8. An idea was 900,000 square feet outside city limits (like Camp North End).
9. There is a "downtown" being developed around the University now, too.

Discussion: Finding New Member for the CAB

1. Prioritize the attributes/skills for new members that we are missing with the current group. This will maximize our CAB functions (See which ones we have on the CAB already and what is missing.)
2. Mary – Be mindful of diversity -we need to get more on the CAB.
3. Tish – All skills we identified are important. We can look at the list we developed earlier.
4. Cricket – Assess what the station is focused on now and what is needed, see how the CAB can help.
5. John – Look at contacts we all have
6. Tish – How are we going to find them? Cast a wide net and then look at the candidates?
7. Gabriella – Look at what we are missing on the board, and let the candidates rise to the top.
8. Eric + Gabriella– On the application, let the applicant know what skills we are looking for as a CAB member, from broad tenants to specific skills from your profession or hobby.
9. Look at the application form – Does it explain what the CAB does, and have questions for the applicant to answer? (Demographic questions would be optional.)
10. Sri – Natural selection of applicants by their responses
 - What is your vision to public radio?
 - How would you contribute to that vision?

Remember that the CAB functions to be:

- Informal feedback/input to station around programming
- Act as effective ambassadors for the station at events and elsewhere

What will be the process for finding new CAB members?

1. We will advertise (at the end of March) for people to submit electronic applications to serve on the board.
2. Then we'll need to review the applications by the "Membership Selection Committee." It is made up of staff and CAB members.
3. The process for review and selection are not "baked yet." Nor are the specifics of the selection dictated by the national governing board.
4. Tish – It's important that we don't invite an over-expectation of the role (skills) on the CAB.
5. John – We need (on the WFAE website) the process for selection to be clear.
6. Sri –The passion that we are looking for is going to be hard to ascertain.
7. John – I think we need to have a face-to-face interview and process. (The group present today agrees.)
8. Renee – It might be difficult logistically to get staff to be available
9. Mary – I am more concerned about the application for now. We can worry about the selection process later. Look at quick, yet subjective questions (i.e. What is your favorite driveway moment?)
10. Renee – We have a model from KERA in Dallas.
11. Tish – What are we required to do? We've never recruited this way before.
12. Renee – We need to be sure we have a transparent application and process. (Some stations do nominations, but they are not as effective.) Every station has a different "modus operandi" for how to run the CAB and select members.
13. Sri – Ask WFAE what value has the CAB provided to the station?

14. Renee – Your input is valuable, as is the buzz you create in the community.
15. Tish – It seems we are more reactive in giving feedback vs. advising the station, per se. This is an area where we might be able to add more value to WFAE.
16. Mary – Can we finish the application process (and hear back from Ed Williams and Charles, the attorney) to give feedback and sign off on the application, so we can get it out on time?
17. John – We need to do some better wording on the “What is the CAB?” section.
18. Mary – Steps are: Application / Review / Selection
19. Renee – Decline via snail mail, acceptance via email
20. John – We need to decide who will be doing what in this process.
21. Eric – We are due to meet again on May 23. –Could our next meeting become a selection meeting?
22. Tish + others – We could look at meeting of a partial CAB in April for the selection.
23. Sri – How do you let an applicant down gently, if they are not selected, yet still encourage them to be advocates for the station?
24. Renee – We will take care of the on-air promos to apply for the CAB. We need to look at the calendar (re: Fund Drive dates) and be flexible as to the best time to promote applications for two full weeks.
25. Tish – Can/Should we encourage folks we know and think would be good CAB members to apply? (Yes, reach out to them and send them to the WFAE website.)
26. John – This is new and an experiment. We will go with what we have, set our time frame, and do it.
27. Renee – I will format the information and let the WFAE web folks create it for website and social media.
28. John – Renee will receive the applications and then we need to find CAB members to serve on a selection committee to review the applications. We have nine on the CAB, so let’s have four members review them, and two WFAE staff members to do same. John will appoint them and include himself and have back-up members in the wings.
29. Tish – We should be sensitive to diversity and where they live.
30. John:
 - “On boarding” - Orientation to the CAB, needs to be formulated.
 - We will shoot for six people to be added to the board.
 - Eric will rotate off at the end of the calendar year.
 - We need to do this every year.

How can we use our existing Social Media to promote the station? (Tabled until our next meeting)

Meeting ended 8:00pm

Respectfully submitted
Cricket Weston