

WYSO Resource Board 15 August 2018 Minutes

Held at WYSO

Attendees:

Chuck Berry	Bruce Bradmiller	Cindy Develvis	Bill Wendell	
Rusty Cousins	Elizabeth Sandhu	Michelle Hayford	Cate Berger	
Jeffrey Cox	Lucy Owens	Judd Plattenburg		
Jayne Monat	Kevin McGruder			
William Linesch	Rodney Veal			

Staff: Neenah Ellis, GM Art Boulet

Meeting opened: 0819

June Minutes Approved

Board Elections:

Bill Wendel, from Tipp City

Cate Berger, with Blue Cross, one year through Leadership Dayton Organization

Board Departures:

David Sayer

Brad Price

Natalie Skilliter

Looking for additional board members; financial background would be a good one

Development Update:

Membership growing at steady pace with change in membership makeup

Sustaining:	2018: 1981	2017: 1618
YSO Leaders	325	291
One Time Pledge	3061	3335
Totals	5367	5244

The move to sustaining is a strong sign from the community and provides greater assurance of steady support.

Upcoming Events:

Levitt Pavilion Grand Opening Aug 9

Financial Update:

Art introduced self, taking over finances, started in May 18

Request to separate cash from in kind

Look at offset

Benchmark data: 90 percentile...underwriting behind....major gifts behind

August financial report available on request

General Manager Board Update: Report provided by General Manager for inclusion below

WYSO business operations:

- We ended the fiscal year with strongest financial position in 10 years. Art's report will show you details.
- A new underwriting account executive named Jim Cole started in July. He has lots of media sales experience and is a life long public radio listener. Nashville Tennessee before Dayton. As always, he and Karen are happy to have leads from you. Forward them to Luke.
- Three members of our business staff went to the Public Media Development and Marketing Conference in Chicago, thanks to those who contributed to our professional development fund.

WYSO Programming

- We held three week-long summer training sessions in July, two of them in collaboration with Glen Helen, one of them was our Dayton Youth Radio summer intensive. Ten students, Basim taught it, interns helped out. VWK grant paid for it and had some tuition in come as well.
- A series is coming up called Recovery Stories another peer-to-peer project where people interview each other about recovery from addiction . It starts September 25. This one has an emphasis on the family members of addicts. Jess Mador is the lead producer. We worked with a photographer so we'll have complete web build-out and we're sharing the series with several other outlets – in Kentucky, in West Virginia and in Tennessee. A listening event on September 22 at the Caryl Phillips Center. You are welcome to come and hear the stories - just let me know.
- Veterans Voices new season to start Wednesday September 19. Collaboration with VMC and our former colleague Seth Gordon.
- Dayton Youth Radio projects again this fall. Four schools this year: Centerville, Thurgood Marshall in the fall and Ponitz and Bellbrook in the spring.

- Strong internship performance this summer: WYSO Curious stories still coming in. More in the works for upcoming stories about the economy.

Other College news:

DETAILS FROM KEVIN MCGRUDER

New students coming this week. 48 students this fall, an increase of 90% over last year. New curriculum and calendar in place.

WYSO Events coming up:

- August 23, 7pm WYSO event at the Leavitt Pavilion – that’s a Sustainers event – tickets went fast!
- WYSO podcasting workshop on Saturday August 25 at WYSO
- NE featured speaker at the Women’s Equality Day event, fundraising for Dayton Planned Parenthood Women’s Health Center 11 am
- Community Concert, Sunday September 9 at Riverscape 6pm Food trucks, WYSO beer known as Vox Populi. Performers are Chris Smither, Tim Easton and Kyleen Downes. More info at the website.
- RB Reunion coming up September 27 here at WYSO 6-8pm . RSVP to Luke

Dashboard:

Attached

Bill: DashBoard Overview

Getting a little behind due to circumstance...will update in July

Committee Updates:

NEXT UP:

Great event at Corner Kitchen, well promoted, well attended...approximately 30 attended, was well rated...generated some volunteerism.

Board: send nominees for board

Financial backgrounds and southern representation (Warren, Butler Counties etc.)

Dashboard:

New Dashboard will be presented in October

Board Topic:

Committee Structure:

Discussed Standing Committees and Project Committees:

Current Committees: Dev and Marketing; Programming and Training; Nominating and Boardmanship; Next Up; Finance Committee; Events Committee; WP Group

Suggested Structure

Project committees instead of standing committees

- Allows potential non-board member committee members
- Allows Staff to set direction of Board meeting and then deeper discussions, how to set agenda
- Concern for how to generate board projects NOT additional “staff” projects
- Clarity and focus for a meeting...how are projects generated right now, who takes responsibility to establish
- Yin and Yang of committees...should be self-directed but need staff direction and consultation
- Change focus of board/committee meeting to problem solving instead of status updates
- Dynamics

Governance Committee (Standing)

Board
Bylaws

Finance Committee (Standing)

Reinvigorate

Project Committees (Fluid based on need)

Corporate Support Project Committee focus areas

How do we do outreach?

What contacts do we have; Network?

What does underwriting need from the board/committee?

How do we foster connections?

How do we create informal connections?

Use of Sales Force as a “Contact Manager” vs. Allegiance?

Prospect list to Board Members for possible connections

Leader Goal Project (to be discussed)

Moth Radio Project (upcoming)

Re-emphasize Board Members as Ambassadors for WYSO. (Wear your button proudly). Take opportunities to talk up importance and vitality of WYSO
Identify self to underwriters and tell them you appreciate the support they give (Recognition)

Next Topics: Board/Project Structure; Determine Standing Committees

Next meeting: 17 October; WYSO Studios, Yellow Springs: 0815

Adjourn: 1018