



**2013 WPFW COMMUNITY ADVISORY BOARD
September 16, 2013 Meeting Minutes**

Attendees (in person): Cynthia Hartley (Chair), Chad Alexander (Vice Chair), Keith Braswell (Secretary), Atonn Mohammed, Barbara Patterson, Thomas Raney, Perry Redd, Marcel Reid, Alvernon Garey

WPFW Staff: Vincent "Vinnie" Jack (Volunteer Coordinator),

On the record at approximately 6:35 pm.

ROLL CALL

David Vega was absent with excuse.

ADOPTION OF AGENDA

Mr. Redd asked to have the outreach committee report out added to the agenda. Mr. Reid made a motion to adopt the agenda. Mr. Mohamed seconded the motion and it was unanimously approved

COMMUNITY FEEDBACK AND INPUT TO LSB

Dan from Annapolis was very disappointed when he could not get Democracy Now the station on the air from Annapolis. He heard part of it today for the first time and is pleased.

Eric Ramey stated that Yves Point du Jour, LSB Chair, was in violation of orders from the Interim Executive Director, Summer Reece, not to discuss Mr. Hughes' absence from the station. He added that the CAB has a judiciary responsibility to advise the LSB on its direction and faults. The fact that the CAB has not done so, is gross negligence on the part of the CAB.

BOARD NOMINATIONS

The CAB has three members who are rotating of the board after four years of service – Alvernon Garey, Perry Redd, and David Vega. This leaves the CAB with seven board members, the minimum required for a working CAB. Subsequently, the CAB needs to recruit new board members. Last year Vinnie singlehandedly recruited new board members. Cynthia and Vinnie had previously discussed revising the application process. The floor was open for comments from the CAB.

Keith agreed that the application needs to be updated. The application only provides a small amount of knowledge of what it needs to be a CAB. Perhaps there is a way to incorporate on the website what is involved in being a CAB member. Alternately, we can canvas our listeners at different events to inform them about the CAB while simultaneously informing those that don't listen to the station what the station is all about.



Keith added that while volunteering at the Rosslyn Jazz Festival there were several people who expressed an interest in volunteering with the station. Moreover, almost everyone he spoke to indicated that they are tired of listening to the station's internal affairs.

Barbara agreed that posting the responsibilities of the CAB should be posted on the website and we can recruit at external events.

Alvernon stated that if we ever finalized the community comment/survey cards, we would have an abundance of potential CAB members.

Thomas indicated that he does not believe he will be able to continue his time on the CAB due to his work schedule.

Atonn suggested we pull from our own contact list. We need people that are community oriented and action oriented. The key issue with committees is that there are interpersonal issues that prevent progress, albeit not with the CAB. The CAB is very calm compared to other groups. There needs to be ownership of tasks and focus on what needs to be done to take us to the next level.

Perry state that we should be using the various groups that are invited to be on the air e.g. the taxi drivers, latino youth, etc. and make a pitch to consider joining the board. We need to get nice t-shirts or incentives to bring in new members.

By the next meeting, Cynthia and Vinnie will revise the application process for recruiting board members. If we finalize our outreach plan by the next meeting, we could open the application process. Keith asked if the bylaws would be final by the time the new board members come on board. Cynthia confirmed that it would. The bylaws will be ready for comment and vote by our October meeting

LSB CHAIR REPORT

As of the past Friday, John Hughes has been put on administrative leave and is being replaced by an interim General Manager, Michelle Price. Ms. Price assisted in the relocation in February. The reaction from programmers and board members has been positive.

At the recent LSB meeting, the budget was the main point of discussion. It was passed with a significant majority of the vote.

There are several fundraising events planned, including the one planned by David Vega. There was a disagreement between David and John regarding the logistics of the event. With John on leave, David is free to proceed with the plans of his event. The U Street Jam is November 9. The CAB is expected to fully participate.

Llona Alias is also planning a fundraising event, but the details are not currently available.



Michelle will attend the next CAB meeting and discuss her priorities. She has quite a bit on her plate and needs at couple of weeks to get settled.

The station is in a critical financial situation. Yves has asked all the programmers to try to exceed their goal. The overall goal is \$450K.

All programmers have been instructed not to have any discussion at all about John Hughes. Yves received a call from The City Paper and Yves told him that he will not discuss John Hughes.

Keith asked about the Concerned Members and Supporters and how they will be contained in their public discussions. Yves responded that he has already addressed some comments from CMS members and will continue to do so.

Cynthia asked if a time frame to start looking for a permanent general manager been established. Yves responded that they have not even begun this process. It will take at least 6 – 9 months to address the current and urgent issues facing the station.

Marcel asked where Ms. Price will be staying because a hotel is going to be extremely expensive. Yves responded that this has not been addressed yet. Marcel stated that the station is now carrying two salaries, which is not sustainable. She asked that the CAB be informed how long this will continue.

Perry commented that a lack of information leads to a decrease in moral. He hopes that the station will find a way to address questions regarding management in order to re-instill confidence.

Keith asked for a copy of the LSB meeting minutes. Yves noted that the LSB recently approved five months of meeting minutes and they can be provided to the CAB.

Marcel commented on the differences between the CAB and the LSB. The LSB does not have fiduciary responsibility for the station. The PNB has fiduciary responsibility; therefore it has director's insurance. The CAB is here to protect and track the funds of the CPB. Cynthia replied that the CAB's responsibilities do not entail authority over the daily management or operation of the station. The CAB's role is solely to be a vehicle for the community to provide input to the LSB, assume responsibilities as delegated by the LSB, and ensure the policies of the station are meeting the educational and cultural needs of the station. The LSB's responsibility is solely to approve the budget and select a GM.

Atonn asked how much debt the station is carrying, in light of the fact that Yves said it would take nine months to get affairs in order. Yves said that he does not know currently because more unpaid bills are being uncovered.



Cynthia asked that in light of the former GM stating he was not responsible for the finances, and the business manager recently resigned so it is unclear what his responsibilities were, and the Development Director who should be aware of revenues and expenses for proceeds, but is not paying for revenues, who is responsible for paying the expenses of fundraisers. Yves said decisions to issue payment lie with the GM.

Community Outreach Committee

The listener survey contains 17 questions. It is on a 5x8 card, intentionally designed to be compact. It has a question asking if one wants to be a volunteer and if so how. This could be finalized and implemented during the U Street Jam on Nov 9 in order to get listener feedback.

The outreach committee was surveyed for their input into the CAB objectives regarding objectives, tools, on the ground efforts, evaluations, and reporting our work. We also want to engage the LSB as we undertake outreach. Have the LSB work in conjunction with the CAB to engage with our listeners.

In asking whether an evaluation of the survey was necessary, some responded it was. It needs to be quantified when possible in order to set goals and exceed them during subsequent CABs.

In which format should we report our work? It needs to be written with our objectives defined and the result of our objectives. The results must also be reported to the LSB so that they can be attuned to what we are doing.

Cynthia asked about surveys for those who are not listeners? What kind of questions can we ask of them? Keith said we should ask what type of radio do you listen to? Mr. Rainey provided examples of different programmers that we could introduce listeners to, based on the individual's personal radio interests.

Outreach members were asked to email their suggestions for additional survey questions – to listeners and non-listeners – to Perry by September 27. We want survey questions that are friendly, relevant, and lead to answers that people would not find too personal.

Fundraising Committee

Atonn has had some discussions with David regarding the house party. He also discussed hosting a fundraiser at his friend's house, where we could invite corporate donors; however, there are regulatory issues at the Pacifica level that preclude corporate sponsorship. Atonn want to ensure that this was as simple as possible. Therefore, he reached out to some of his contacts with the Congressional Black Caucus who could support WPGW on an individual level.



Atonn also mentioned a plan similar to the Red Cross' approach whereby we ask members to text a certain number and automatically donate \$10.

Perry suggested while corporations are not our friends, we could reach out to our personal contacts, small businesses, or non-profits with whom we are engaged. That said, we have to make a deadline and stick to it. We need to make a deadline for ourselves and be responsible to it.

Chad expressed concern about getting contributions from the corporations because we are a community based and community supported radio station. Once we get into corporate stations it is a slippery slope. Corporations now have a platform to push their agenda and with a politicized station such as WPFW, if we say something corporations do not like, they will pull their funding.

Cynthia asked that before Atonn moves forward with his fundraising event and requests financial contributions, he drafts a proposal that outlines the location, time frame, anticipated revenues, expenses, assistance needed, number of volunteers, activities / entertainment, food, ticket price, etc. Atonn said that he could provide a plan to us by October 12.

Bylaws Committee Report

All members of the committee have provided input to the revised bylaws and the revisions have been compiled. The preliminary draft was distributed and we are awaiting final inputs. Once that has been done a final draft will be distributed to the board by Saturday, October 5. Questions about the bylaws can be sent to Cynthia so that we can allow time for other agenda items such as the community outreach plan and electing new board members.

Other

Keith said the fundraising committee needs to bring the programmers into the discussion on fundraising once a proposal has been established. Additionally, we need to update the CAB site, including a photo and bio of members.

Perry indicated that he has a draft issues piece that included new shows, program evaluation tools, on air music selection, and the programming director, which he sent to the members of the programming committee, but he never received a response. He will email the committee again with a deadline by which to respond to the initial email.

NEXT MEETING

The next meeting will be held Monday, October 21, 2013.