

Board of Directors Meeting Minutes
July 30, 2014

The Iowa Public Radio, Inc. Board of Directors met on July 30, 2014, in 2520C Conference Room, Old Capital Mall, Iowa City, IA. Present for the meeting were Chairman Mary Kramer, Vice Chairman JoAnn Johnson, Directors Steve Firman, Lin Larson and John McCarroll. Director Doug West attended by phone. Present from Iowa Public Radio were Myrna Johnson, Rob Dillard, Kelly Edmister, Katherine Perkins and Al Schares. Director Scott Ketelsen was absent.

Chair Kramer called the meeting to order at 1:00 p.m. Roll call was taken with each director stating their location.

Steve Firman – present at meeting site
JoAnn Johnson – present at meeting site
Mary Kramer – present at meeting site
Lin Larson – present at meeting site
John McCarroll – present at meeting site
Doug West – in SW Michigan

Based on the responses provided, the requirements of Section 21.8(1)(c) were satisfied and it was appropriate to proceed with the approval of the agenda.

Agenda

Chair Kramer requested a motion to approve the agenda. Director Firman moved and Director McCarroll seconded to approve the agenda as presented. By roll call vote, the motion was approved:

Firman	Johnson	Ketelsen	Kramer	Larson	McCarroll	West
Aye	Aye	Absent	Aye	Aye	Aye	Aye

Minutes

Chair Kramer requested a motion to approve the minutes. Vice Chair Johnson moved and Director Firman seconded to approve the June 25, 2014 minutes as presented. By roll call vote, the motion was approved:

Firman	Johnson	Ketelsen	Kramer	Larson	McCarroll	West
Aye	Aye	Absent	Aye	Aye	Aye	Aye

Chairman’s Report

Chair Kramer reported that oral arguments were taking place in the Gartner matter and that a resolution should be received within the next month.

Old Business

There was no discussion regarding old business.

Finance*Insurance coverage for FY15*

Edmister provided the insurance coverage information for the period July 1, 2014 through July 1, 2015 noting that the FY15 cost was comparable to the FY14 cost. Director West questioned the media professional liability coverage and Edmister responded that this was a requirement per the Public Service Operating Agreement.

FY14 financials/FY14 audit

Edmister reported that final FY14 financials were not complete since not all of the year-end information was available due to the various year-end close schedules at each of the universities.

Edmister noted that the FY14 audit process was beginning with the auditors scheduled to be in the Des Moines office starting September 8. Edmister indicated that the directors would be receiving the standard fraud questionnaire via mail in the coming weeks.

Executive Report

Executive Director Johnson updated the Board on the weekend programming changes that took effect on July 19 outlining the few complaints and comments that were received and reported that the reduction in force plan was implemented on July 23. Director Firman commented that he thought the programming changes were well communicated.

Strategic planning

Executive Director Johnson reviewed the fundraising plan that is being developed with assistance from Isaacson Consulting. Johnson reviewed the income sources including major gifts, underwriting, membership, events and public funding. The major gift objectives and strategies were outlined in detail. Johnson indicated that Board involvement was key in achieving the major gift objectives and would be part of the conversation regarding the governance issue. Director West suggested that there should be some distinction made between community board members and those who were members as part of their employment.

Executive Director Johnson updated the Board on the staff strategic planning sessions held to date regarding growing audience and membership and improving on-air sound. Johnson indicated that the sessions were well-attended and many operational issues which can be addressed immediately were identified as well.

Executive Director Johnson reviewed the current strategic plan noting that it had been in place since 2011. Johnson indicated that a revised strategic plan would be presented to the Board of Regents at their October meeting and asked for the Board's input to some suggested changes including review of the current goals, the development vision, current and future funding and the network operations vision.

Executive Director Johnson suggested that the current goals be changed to include a reference to "excellence". After some discussion, the Board directed Johnson to revise the mission statement and goals and to add a history page to the strategic plan.

Executive Director Johnson outlined proposed changes to the development vision to reflect the need for fundraising support from the Board or advisory groups and to the network operations vision to reflect how IPR partners with the universities regarding capital purchases and the priorities related to increasing statewide service. There was discussion regarding capital purchases and the impact of the depreciation expense reflected in IPR's operating budget. The Board directed Johnson to discuss this issue with the auditors. It was determined that the strategic plan would include exploring the feasibility of statewide coverage in the western portion of the state through collaboration opportunities and improving classical music in the Des Moines and Ames markets.

Executive Director Johnson indicated that the discussed changes would be incorporated into a revised strategic plan. A Board meeting will be scheduled for September 8 at 1:00 to review the revised strategic plan prior to submitting it to the Board of Regents office.

Adjourn

As there was no additional business to discuss, Chair Kramer adjourned the meeting at 3:00 p.m.