

The Iowa Public Radio, Inc. Board of Directors met on July 14, 2016, in Conference Room 2520B, University Capital Centre, University of Iowa, Iowa City, IA. Present for the meeting were Chairman Mary Kramer, and Directors Jeneane Beck, Steve Firman, Scott Ketelsen, Zach Mannheimer and Marsha Ternus. Vice Chairman JoAnn Johnson and Directors John McCarroll and Doug West attended by phone. Director Bob Downer was absent. Present from Iowa Public Radio were Myrna Johnson, Kelly Edmister, Al Schares, Katherine Perkins, Steve Schoon and Matt Sieren.

Chair Kramer called the meeting to order at 1:02 p.m. Roll call was taken with each director stating their location.

Steve Firman – present at meeting site	JoAnn Johnson – by phone from Des Moines
Scott Ketelsen – present at meeting site	Mary Kramer – present at meeting site
John McCarroll – by phone from Ames	Marsha Ternus – present at meeting site
Doug West – by phone from 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 Ternus seconded to approve the agenda as presented. By roll call vote, the motion was approved:

Beck	Downer	Firman	Johnson	Ketelsen	Kramer	Mannheimer	McCarroll	Ternus	West
Absent	Absent	Aye	Aye	Aye	Aye	Absent	Aye	Aye	Aye

Minutes

Chair Kramer requested a motion to approve the minutes. Director Firman moved and Director Ternus seconded to approve the May 19, 2016, minutes as presented. By roll call vote, the motion was approved:

Beck	Downer	Firman	Johnson	Ketelsen	Kramer	Mannheimer	McCarroll	Ternus	West
Absent	Absent	Aye	Aye	Aye	Aye	Absent	Aye	Aye	Aye

Chairman’s Report

Chair Kramer complimented the staff on the Beyond Iowa Nice programming.

Executive Director Report

Executive Director Johnson reviewed recent programming changes and the circumstances under which the changes were made. Johnson highlighted current initiatives including the SPARK project, the festival

season and associated development opportunities, the addition of underwriting to online streams, the relocation of KICL to Knoxville and the upcoming FCC filing window for translators. Johnson previewed the strategic planning discussion indicating there were several emerging themes.

Old Business

There was no discussion regarding old business.

Finance Report

Edmister reviewed the financial reports through May 31 outlining the income statement, the balance sheet and cash and investment balances.

Director Mannheimer joined the meeting at 1:21 p.m.

Director West moved and Director Firman seconded to accept the financial report as of May 31, 2016. By roll call vote, the motion was approved:

Beck	Downer	Firman	Johnson	Ketelsen	Kramer	Mannheimer	McCarroll	Ternus	West
Absent	Absent	Aye	Aye	Aye	Aye	Aye	Aye	Aye	Aye

FY17 Budget

Edmister reviewed the FY17 budget noting the Finance Committee had recommended approval of the budget at their June 29 meeting. The Board discussed the university allocations concluding that the history behind the allocations was important for discussions going forward. Executive Director Johnson noted that consideration of the FY17 budget was on the July 18 meeting agenda of the Board of Regents.

Director Firman moved and Director Ketelsen seconded to approve the FY17 budget. By roll call vote, the motion was approved:

Beck	Downer	Firman	Johnson	Ketelsen	Kramer	Mannheimer	McCarroll	Ternus	West
Absent	Absent	Aye	Aye	Aye	Aye	Aye	Aye	Aye	Aye

Strategic Planning

Executive Director Johnson outlined the emerging themes from the strategic planning process activities held to date. These included the changing media environment, signal coverage and desire to better reflect the statewide label, opportunities for Studio One to be the leader in the state, desire among staff for better collaboration among streams and locations, creating staff time for innovation in technology and programming, the digital front, the loss of “community” with the development of Iowa Public Radio, content distribution, celebrating 100 years of service in Iowa and continuing to grow our audience.

Director Beck joined the meeting at 1:54 p.m.

The Board discussed pursuing signal coverage in western Iowa, specifically the Council Bluffs/Omaha area and Sioux City, and the challenges and opportunities each presents. Growing the listening audience in these areas through partnership opportunities, which might include program sharing, resource sharing and marketing content, was also discussed.

The Board discussed the innovation in technology and programming theme offering general ideas and feedback including the use of interns, applying for grants and partnering with the universities, to create staff time and energy around new technology.

Executive Director Johnson discussed the online survey process that was underway and outlined the timeline for completing the strategic planning process.

Adjourn

Chair Kramer asked if there was any additional business to discuss. As there was no additional business, Chair Kramer adjourned the meeting at 2:56 p.m.