

The Iowa Public Radio, Inc. Board of Directors met on March 7, 2018, at University Relations, Kingland Building, Iowa State University, Ames, IA. Present for the meeting were Chairman Marsha Ternus, Vice Chairman Bob Downer and Directors Steve Firman, Mary Kramer, John McCarroll, Julie Monson and Doug West. Directors Vickee Adams, Jeneane Beck, Scott Ketelsen and Zach Mannheimer attended by phone. Present from Iowa Public Radio were Myrna Johnson, Kelly Edmister, Andrea Hansen and Steve Schoon.

Chair Ternus called the meeting to order at 1:03 p.m. Roll call was taken with each director stating their location.

Bob Downer – by phone from Phoenix, AZ
Scott Ketelsen – by phone from Cedar Falls
John McCarroll – present at meeting site
Marsha Ternus – present at meeting site

Steve Firman – present at meeting site
Mary Kramer – present at meeting site
Julie Monson – present at meeting site
Doug West – present at meeting site

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 Ternus requested a motion to approve the agenda. Director Firman moved and Director Kramer seconded to approve the agenda as presented. The motion was unanimously approved.

Minutes

Chair Ternus requested a motion to approve the minutes. Director McCarroll moved and Director Firman seconded to approve the December 7, 2017, minutes as presented. The motion was unanimously approved.

Chairman's Report

Chair Ternus reported that the Governance Committee had held its first meeting discussing the Committee's priorities which are to clarify the Committee's role with the Board, including the Committee's focus on Board member recruitment and retention, and to make nominations to the Board of Regents annually. The Committee will also seek approval by the Board to recognize the PSOA as a governing document allowing the Committee to make recommendations on potential changes to the agreement. Chair Ternus indicated these items would be presented to the Board for discussion at future meetings. Chair Ternus reported that Director Kramer has agreed to serve as Chair of the Governance Committee through September.

Old Business

There was no discussion regarding old business.

Executive Director Report

Executive Director Johnson provided an update on the sustainer sprint which involved a one-day pledge drive held in February and the upcoming silent drive scheduled to start March 19.

Director Beck joined the meeting by phone from Iowa City at 1:12 p.m.

Johnson reviewed the fundraising progress, the latest audience information noting that the number of listeners per week continues to grow after an election year and the News and Talk Show teams' efforts related to statehouse coverage.

Director Mannheimer joined the meeting by phone from Des Moines at 1:17 p.m.

Johnson reviewed recent activities the Music team had participated in including live recordings and the success of the open houses hosted by the Membership team. Johnson discussed staffing changes and how the success of our staff led them to move to larger markets for different opportunities.

IPR guest Tom Morain joined the meeting at 1:28 p.m.

Director Adams joined the meeting by phone from Des Moines at 1:32 p.m.

Johnson provided an update on lobbying activities and on-going conversations with the Waterloo station KBBG regarding a potential collaboration with IPR facilitated by the Corporation for Public Broadcasting.

Finance Report

Edmister reviewed the financial reports through January 31, 2018 and indicated the fiscal year-end forecasting process was underway. Director Firman moved and Director Kramer seconded to accept the financial report as of January 31, 2018. The motion was unanimously approved.

Des Moines Space Assessment

Johnson reviewed the Des Moines office space and timing of the Grand and Fleur office lease renewals. Johnson reported that representatives from Iowa State's Facilities Planning & Management team were completing an independent needs assessment. Once the assessment is complete, the Senior Team will review.

Feasibility Study Presentation – Amperage Consulting

Johnson outlined activities related to the feasibility study and introduced Tyler Timko from Amperage Consulting. Timko presented Amperage's report including an overview of the methodology, the results, the spot analysis, the findings and recommendations and reviewed the campaign approach.

Director Adams left the meeting at 2:32 p.m.

Timko indicated the study supported a campaign of \$4.5 million. Timko also provided information regarding the types of projects that donors are interested in supporting.

Director Kramer left the meeting at 2:45 p.m.

Campaign Development Next Steps

Johnson and Timko addressed questions from the Board regarding the results and outlined next steps. Johnson indicated that internal review of the results would continue as a campaign for \$4.5 million is developed for presentation to the Board.

Adjourn

As there was no additional business, Chair Ternus adjourned the meeting at 2:53 p.m.