

Board of Directors Meeting Minutes

December 16, 2009

The Iowa Public Radio Board of Directors held their regular meeting December 16, 2009 at the Des Moines office. Present for the meeting were Directors Art Neu, Kay Runge, Warren Madden, Steve Parrott, Steve Carignan, and Mary Grace Herrington. Present from the Leadership Team were Jonathan Ahl, Al Schares, Michelle Rourke, and board liaison Matt Sieren.

Chair Runge called the meeting to order at 1:27 p.m., amending the agenda to include an executive session to discuss the renewal of Herrington's employment contract. Madden moved approval of the revised agenda, seconded by Parrott. Revised agenda approved unanimously.

Rourke noted two corrections to the October minutes. Madden moved approval of the October amended minutes, seconded by Carignan. Amended October minutes approved unanimously.

Discussion Items:

Audit and 990:

The board reviewed the station audits for WOI and IPR, with a reminder that the University audits would receive final approval by the licensee directors. Herrington shared an update on the WSUI and KUNI audits, stating that WSUI had a delays, but it should be corrected soon, while KUNI had some reporting problems, which will be completed after a second extension.

Parrott inquired as to the correctness of the IPR audit following the discussions at the October meeting. Herrington responded that she and Wirth agree to everything in the audit.

Madden inquired as to why the contribution from the State of Iowa was listed as a contribution as opposed to being listed as "public support." Herrington responded that she would look into the reasoning behind that decision.

There was no further discussion, the board felt comfortable with the final presentation of the two audits.

Executive Update:

Network Integration and Operations:

Herrington shared that the network operations team is completing spend-down of funding in the FY07 legislative capital improvement grant. Additionally, Herrington has been reviewing the I-JOBS funding, which is the former tobacco funding line. By the nature of some questions from the governor's office regarding reporting they will be releasing, Herrington began searching for additional documentation on the original request to the legislature.

Carignan shared that the funding request was made by Cindy Browne. Madden said that Pam Elliot Cane in his office would be able to assist in tracking this information.

Madden shared additional information that there have been several funding changes, including re-funding appropriations, which has been impacting several institutions.

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Herrington next shared that the digital audio workstation project continues moving forward on schedule. The team is anticipating completion for the end of March to the start of April. Herrington also shared that the traffic migration project continues on schedule.

Herrington stated that the Bettendorf station build is continuing forward, with several issues related to lease negotiations. The team working on this build anticipates the lease will go before the Board of Regents, State of Iowa, at their February meeting.

Madden recommended IPR review its lease drafting process, as if a lease is less than a period of 5 years or \$100,000, it does not need to go before the Board of Regents for approval. He added that this was a recent change.

Neu inquired as to whether there have been any new developments with signals for Sioux City or Council Bluffs.

Herrington responded that at this time there has been no news around either one.

Marketing and Events:

Herrington shared that the awareness campaign has created a lot of buzz and reduces the “cold” in the development officers’ cold calls to new prospects.

Herrington stated that the annual report has been completed and is ready for distribution.

Herrington briefly reviewed the upcoming events for the next six months.

Carigan asked who plans and executes the Friends of KUNI/KHKE events. Herrington responded that the Friends committee provides committee and group leadership for planning these with the assistance of IPR staff, so it is a joint effort.

Herrington also shared that the project team around the IPR website has completed its review of the current and partially completed websites. At this time, IPR will move forward with what is salvageable from those as a redesigned website is developed and implemented. Herrington added that the board will see a full presentation, phases, and timeline for implementation once that is received from IPR’s advertising agency.

Donor Development :

Herrington stated that she is still averaging about fifteen appointments per month. She is learning that listeners in the three main markets outside of Des Moines do accept IPR, they just need frequent communication and transparency about what is happening in the organization.

Staffing:

Herrington mentioned new hires in the past month: Amanda Acton has been hired as marketing and events specialist, Katie Opperman as network administrative assistant, Sarah McCammon as Morning Edition host, and Carolyn Rogers as development officer for the Des Moines office. Additionally, an offer has been extended to the Director of Network Operations finalist. Pending the results of the background check, that employee will be announced soon.

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Financial Reports:

Herrington introduced the monthly financials. In keeping with IPR's anticipation of the 10% reversion, spending has been adjusted accordingly, which is reflected in these documents. At this time, spending and budgeting continues as projected with the reversion, and is being managed very closely.

Information Items:

Department Reports:

News:

Ahl shared that IPR is part of a six station consortium receiving a grant from the Corporation for Public Broadcasting to partially fund a reporter to cover Agriculture and Food production issues, which also includes multi-media reporting. In reviewing the grant and how it will work with the other stations, it looks like this position will be hired in the late spring.

Runge inquired how the grant funding was split between the participating stations. Ahl responded that Kansas City is the lead grantee, the others are subcontractors.

Parrott inquired as to whether the position would be full or part-time. Ahl responded that it will likely be a part-time position, as the grant covers a portion of the salary and administrative costs, which would include benefits.

Parrott inquired about reporter Alex Heuer's story aired by National Public Radio. Ahl shared that it was about Iowa City High's run for the football championship and how it had attracted the attention of an entire military unit, who has been rooting for them from their base overseas.

Madden inquired about spring legislative coverage. Ahl responded that coverage will continue as it has, and there will in fact be increasing coverage. Specifically, every Monday "The Exchange" will air live from law library with guest host Jeneane Beck, and Joyce Russell will begin regular work in Des Moines, further increasing coverage she provides during the session.

Music:

Schares shared the upcoming classical holiday schedule, noting in particular the scheduled Doug Brown *Christmas Carol* reading.

Schares also noted that "Down on the Corner," produced by Bob Dorr, will stop production after Bob Dorr's retirement on December 31. The show will be replaced with "Folk Alley," produced by Folk Alley.

Parrott inquired about maintaining Dorr as a program contractor. Herrington replied that he has been contract as an independent vendor of the programs "Blue Avenue" and "Backtracks."

Development:

Rourke shared that fundraising numbers for this year are about even to last year's at this time. Membership also hopes to have a good response to their acquisition mailing. Along with two other stations, IPR membership has been selected to build the new model with DEI for public radio giving.

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Rourke shared that other initiatives in progress include the used car donation program and the Best of Public Radio mini-drive on Saturday. As part of the mini-drive, listener and Friends board member Steve Firman will be featured in a testimonial aired through National Public Radio.

Other:

Herrington shared the dashboard with the board. She added that the organization will need more time before all these totals can be equally compared, as there have been a lot of programming changes in the past two years.

Madden commented that it looks like visitors to the website are spending enough time to look something up and then leave.

Calendar year 2010 Meeting Schedule:

Carignan moved to accept a six meeting schedule for calendar 2010, seconded by Neu. Six meeting schedule for calendar year 2010 approved unanimously. Dates for the new year are as follows:

- January 20 at 1 pm in Des Moines
- March 31 at 1 pm in Des Moines
- May 26 at 1 pm in Des Moines
- July 21 at 1 pm in Des Moines
- October 20 at 1 pm in Des Moines
- December 15 at 1 pm in Des Moines

Motion made by Madden to enter executive session pursuant to Iowa code 21.5(i) to evaluate the appointment and performance of Herrington as chief executive officer for the organization over the past year. Motion seconded by Neu.

By roll call:

- Carignan: Aye
- Madden: Aye
- Neu: Aye
- Parrott: Aye
- Runge: Aye

Entered executive session at 2:31pm.

Motion made by Neu to leave executive session. Seconded by Carignan.

By roll call:

- Carignan: Aye
- Madden: Aye
- Neu: Aye
- Parrott: Aye
- Runge: Aye

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Exited executive session at 2:35 pm.

Runge adjourned meeting at 2:40 pm.

Respectfully Submitted,
Matt Sieren, Executive Assistant