

Board of Directors Meeting Minutes

December 15, 2010

The Iowa Public Radio Board of Directors held their regular meeting December 15, 2010 at the Hy-Vee Conference Center in West Des Moines. Present for the meeting were Directors Art Neu, Kay Runge, Warren Madden, Tysen Kendig, and Mary Grace Herrington. Director Gloria Gibson attended telephonically. Present from the Senior Team were Kelly Edmister, Jonathan Ahl, Scott Rivers, and board liaison Matt Sieren. Senior Team member Al Schares attended telephonically.

Chair Neu called the meeting to order at 1:10 pm.

Executive Session:

Motion made by Runge to enter executive session pursuant to Iowa Code 21.5(j) to discuss the purchase of real estate. Motion was seconded by Madden. By roll call:

- Gibson: Aye
- Kendig: Aye
- Madden: Aye
- Neu: Aye
- Runge: Aye

Entered executive session at 1:15 pm.

Motion made by Madden to leave executive session. Seconded by Kendig. By roll call:

- Gibson: Aye
- Kendig: Aye
- Madden: Aye
- Neu: Aye
- Runge: Aye

Exited executive session at 1:58 pm.

Approval of October 20, 2010 Minutes:

Madden moved to approve the October 20 minutes. Motion was seconded by Kendig. Approved unanimously.

Bylaws Amendments:

The board reviewed the proposed amended by-laws noting the following changes: 1) Community directors' terms were modified to two years from one year; 2) Eliminating the term "community member;" 3) Establishing October as the month for the annual meeting; and 4) correcting David Miles title to reflect "President of the Board of Regents." Moved by Runge. Seconded by Madden. Approved unanimously.

- Runge discussed changing the period to notify of changes but no further action was taken.

FY10 Audit - Draft:

Edmister shared that she has received the IPR and WOI draft reports from the auditors. Completing final adjusting entries for KUNI is still in process; the team expects a draft audit within a week. Next, Cremers et al will focus on WSUI. Runge inquired about the CPB deadline. Edmister said IPR has taken the

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automatic extension to December 31, and the draft is dated January 31, so at this time the organization is anticipating an extension to January 31. Edmister confirmed the CPB grants are not in jeopardy as a result of the extensions.

- Runge asked if the 990 will be attached at the conclusion of all this. Edmister indicated the 990 is being prepared with a due date of February 15. Edmister confirmed there is no action needed at this time.
- Madden asked if the audits get posted. Herrington replied that this will be posted with the past three years of financial documents on the website, which are also available in hard copy at the stations, electronic on Guidestar, etc.

Executive Update:

Herrington shared the executive update, noting the following:

- **Fundraising:** Year-to-date pacing is on target to meet year end goal thanks to the great work on the team. Membership is at 44% of plan, Underwriting is at 41% of plan, and Major Gifts at 42% of plan. Foundation proposals have increased and some decisions have been made. Of those declining, the typical answer is due to either increased need from the community or outside of funding priorities.
 - Ahl shared information on the NPR grant request titled “Impact of Government.” The program, funded by NPR, envisions each state will have two full-time reporters dedicated to the impact of government on relevant topics to that state. In the pilot phase, eight states will receive grant money to support two reporters for a two year period. IPR has applied for funding around the topic “exporting education,” focusing on the issues of rural preservation for education, brain-drain, etc. NPR is expected to award the grants soon.
- **IPR Employment Plan** –Herrington presented an update on the plan and the latest activity. Next steps include a discussion with each university at the detail level evaluating compensation and benefits and obtaining their assistance in building the best conversion plan. Herrington and Edmister hope to complete this last phase of evaluation and present the plan for board approval in March.
- **Culture Shift Feedback and Survey Results** – Herrington presented the survey results from the employee retreat in November, the key findings and themes, and presented several changes in how IPR will manage employee communication to support the findings.
 - Runge noted she enjoyed having the employees together for the day.
- Herrington reviewed the HR updates, noting the appointments of Tim Horsch as accounting manager, Meghan Currans as development analyst, Kathie Gonzales as Iowa City site administrator, and Bob Carothers as engineer. Following retirement from SUI, Dean Borg has joined IPR as a part-time correspondent. There is one active job opening – Sales Manager for Underwriting, based in the Des Moines office.
- **News** - Herrington reviewed national exposure of local stories and highlights of the Harvest Public Media agribusiness collaborative. Herrington asked Ahl to introduce the new locally produced program – “Being in Iowa.” The program will focus on minority populations during specials, including “Being Hispanic in Iowa,” “Being a Veteran in Iowa,” and so on. Coverage will include in-depth stories and talk show exposure. The series launches in late March. Rob Dillard is the writer/producer for the program. The Principal Foundation and Bankers Trust are sponsors for the program.

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- Madden Inquired about the efforts to cover straw poll activity in Ames in July. Ahl noted that there are conversations at the national level about collaboration on pre-caucus events.
- Music – Herrington shared that Performance Iowa will cover a live broadcast of the Cedar Rapids Opera Theater production of “Tosca” and UNI’s production of “Die Fledermaus.” Also, “Java Blend” will be in Des Moines for its first road tour.
 - Runge inquired about Blues on Grand as a potential venue for Java Blend. Schares noted he was aware it was closed and under construction by new owners but no news on its opening.
 - Madden inquired about coverage or collaboration with the Simon Estes tour. Ahl responded that it was covered some months ago when the tour was announced and IPR reporters interviewed Mr. Estes. He was also the featured guest for the Des Moines Symphony’s Yankee Doodle Pops, which IPR broadcast live.
- Network Operations – Herrington shared that the datacenter renovation project is behind about 30 days, so will be completed a little later in the spring. The digital audio workstation project (master control) is on target with Iowa City, Phase I completed.
 - Madden inquired about any new expansion opportunities. Herrington indicated there is a new lead on a construction permit for sale and was working with the broker on details.
 - Neu inquired about options to improve service in Storm Lake. Herrington said she would follow up.
 - Madden indicated there is an interest in transitioning ownership of the radio tower in Alleman. Madden would like to better understand IPR’s uses of the tower, the placement of the antenna and other equipment and the impact in cost or service should the transfer occur. Edmister will research this further.
 - Neu inquired about audience data after reviewing the dashboard. Ahl and Schares shared Arbitron’s method of surveying the listening population and the analysis that supports the ratings.

Strategic Planning FY2012 – 16:

Herrington reviewed the strategic planning process that began in October 2009 and presented the fourth draft for the board’s review. Runge indicated a brief historical review on revenue growth would be helpful and that the final document should be shared with the Board of Regents. Herrington agreed, reminding the board that it is the IPR strategic plan that will support the Regents’ funding task force to determine a five year funding plan for IPR, as discussed in the June 9, 2010 Board of Regents’ meeting.

- Madden inquired about prevention activity to aid against reduction in service due to inclement weather. Herrington reviewed a previous situation with the KUNI tower in spring of 2009; since then, the practices have been put in place in network operations around preventative maintenance and better controls to manage vendor activities.

lowapublicradio.org – New Website Review:

Herrington shared that the website is making progress so that she’s anticipating a soft launch by March.

Neu adjourned the meeting at 4:03pm.

Respectfully submitted,
Matt Sieren, Administrative Services Manager