

## Board of Directors Meeting Minutes

February 8, 2010

The Iowa Public Radio Board of Directors held their regular meeting February 8, 2010 via telephone conference call. Present for the meeting were Directors Art Neu, Kay Runge, Steve Parrott, Warren Madden, and Mary Grace Herrington. Present from the Leadership Team were Jonathan Ahl, Don Wirth, Michelle Rourke, Al Schares, and board liaison Matt Sieren. Guest Pat Deluhery joined at 11 am in the Des Moines office. Director Steve Carignan was absent.

Chair Runge called the meeting to order at 10:05 a.m.

Director Neu moved approval of the December 16, 2009 minutes, seconded by Parrott. December minutes approved unanimously.

### **Discussion Items:**

#### **Financials:**

Herrington reviewed the November and December financials, stating that the senior team is doing an excellent job of managing their budget lines for the fiscal year. She noted that there is a projected revenue shortfall in development. Contributing factors include development officer limitations—extended medical leave of a gift officer in Cedar Falls and a vacant position in the Iowa City market., To manage the development shortfall, gift officers will turn their focus to corporate support, utilizing incentives for long-term clients and implementing a new rate card to further boost the revenue line. Additionally, ticketed revenue and gift income from the Friends of KHKE/KUNI will help cover the projected shortfall.

Parrott inquired further about the corporate support revenue line, asking that in the future the corporate support and development/major gifts lines could be separate for greater clarity. Herrington replied saying the account structure will be modified for the new fiscal year. The financials will need to be modified so that we can display the following categories: membership, underwriting, major gifts, event income and so on.

Madden inquired as to whether IPR has been utilizing the University foundations to assist in major gift development. Herrington responded that she and Rourke met with the presidents of each of the foundations mid-summer to resolve any outstanding issues and lay the ground work for cooperation going forward. She added that during those meetings it was agreed that when IPR approaches a prospect for a five-figure gift, correlating foundation would be informed so that both organizations would be able to coordinate donor proposals so as not to interfere with the others' work.

#### **FY08 Capital Funding:**

Herrington reviewed capital projects that are close to completion and those in process. She especially noted a new project, the datacenter renovation, an overhaul of the server environment at the Ames facility which supports the automation 'master control' project. IPR Ames staff discovered last summer that the server environment is out of compliance in terms of heating, cooling and fire suppression. In addition, the environment is not large enough to support all hardware for the automation project. IPR network operations staff has worked with Iowa State's Facilities and Planning Management division to develop a plan to correct the compliance issues, which includes removing a wall to expand the server

## Board of Directors Meeting Minutes

February 8, 2010

room for the additional equipment. In addition to expanding the space, the room will have the proper equipment installed so that the space meets compliance for heating, cooling, fire protection, etc. around the automation hardware. Once the datacenter renovation is completed the automation system will be installed. Cost estimates are being prepared. Herrington confirmed that this project was covered in the capital funding which had already been approved.

Madden asked whether Iowa Public Radio has looked at consolidating servers and cloud computing, as the Universities have been strongly encouraged to look into this by the Board of Regents, State of Iowa. Would it generate greater efficiencies to consolidate our servers with those of the Universities instead of having our own server system? Herrington responded that as this project moves forward, IPR network operations staff will work with ISU's IT department to make sure IPR fully explores its options and collaborate when necessary.

Runge added that this may be one way in which IPR could reduce University dependencies. Madden agreed that this is a possibility and he understands there are initiatives unique to public radio, but if this is something that is better managed by the resources that have the necessary IT expertise, that may be the best choice for IPR, especially if back-up is needed around a major server crash. Herrington clarified IPR is in the discovery process around reviewing the current server environment and will seek feedback and support from ISU's IT department.

### **Action Items:**

#### **I-Jobs Capital Expenditure Plan:**

Herrington introduced the Board to the plan for tower site renovations utilizing \$1.9 million in I-Jobs funding as provided by the State of Iowa. Herrington added that some of the capital equipment projects should be started immediately; however, before the funding can be spent the Board needs to formally approve the use of the funds for these particular expenses.

Madden inquired about the four expense lines designated to quadrants of the state, asking whether that is funding set aside to assist in IPR's expansion into those areas. Herrington replied yes, that those lines are for the construction of towers around new signal acquisitions. She further added that if IPR were not to receive signals in those areas the funding could be moved around for other construction and capital projects.

Herrington added that she needs to clarify with the Board of Regents as to when the three year spending period began – if it was when the resolution around the funding was signed or if it begins when IPR designates the funds for expenditure.

Motion made by Parrott to accept and approve of the expenditure of \$1.9 million as provided by the State of Iowa in the construction and repair of capital equipment related to the expansion of Iowa Public Radio's coverage, with periodic updates as to the expenditure of the funding, as appropriate. Motion seconded by Madden. Approved unanimously.

### **Department Updates:**

#### **Content:**

Madden inquired as to whether the trend in audience growth reflects what IPR wants to accomplish.

Ahl responded that the graph shows the trend line, which is the direction IPR wants to go.

Additionally, in an hour-by-hour review, the majority of the news shows appear to be

## Board of Directors Meeting Minutes

February 8, 2010

performing very well, with only a few shows that need additional review and analysis. The take-away from this review is that IPR has a solid mix of national and local news that encourages continued listening throughout the day. Schares added that the ratings for Classical music are looking very good, which suggests that programming also encourages continued listening throughout the day.

### **Other:**

Parrott inquired as to whether IPR would do another listener study, as that seemed to be a very effective tool a few years ago. Herrington indicated an intent to do implement a second study pending funding support

The Board questioned IPR's methods on reporting the weather. Herrington indicated that with the automation system fully operational, IPR will be able to air regional weather reports.

### **Executive Session:**

Motion made by Neu to enter executive session pursuant to Iowa code 21.5(j) to discuss the application for a frequency license in Northwestern Iowa and Iowa code 21.5(j) to discuss staffing implications around the music resource plan. Motion seconded by Madden.

By roll call:

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

Entered executive session at 11:23am.

Motion made by Madden to exit executive session. Seconded by Neu.

By roll call:

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

Exited executive session at 11:49 pm.

Motion made by Madden to approve the pursuit of a frequency application in Northwest Iowa. Seconded by Neu. Approved unanimously.

Runge adjourned the meeting at 11:54am.

Respectfully submitted,  
Matt Sieren, Executive Assistant