

Board of Directors Meeting Minutes
May 7, 2008

The Iowa Public Radio board of directors held their regular meeting May 7, 2008 at the Regents Office in Urbandale. Present for the meeting were directors Art Neu, Warren Madden and Kay Runge. Director Steve Carignan participated by phone and Director Steve Parrott was absent. Also present were Executive Director Cindy Browne and members of the senior management team: Wayne Jarvis, Robin Fraser, Joan Kjaer and Don Wirth.

Chair Neu called the meeting to order at 1:15 p.m. Madden moved and Carignan seconded approval of the minutes of the previous meeting. The motion carried unanimously.

Wirth presented March 2008 financials and an updated FY 2008 Year-End Projection. Both revenues and expenses were lower than originally projected and we will end the year with a smaller deficit than expected.

Fraser reviewed how the membership goal will be met, detailing mailings, special events and a cyber-drive for new members to kick off late May and run through the month of June. IPR has gained 3,000 new members this year and our goal is to enlist 1,000 more during the month of June, bringing the total to 4,000. New members are key to future growth.

For the June meeting, Fraser will present a detailed breakout of the FY 09 membership revenue line. He reminded the Board that even with the program changes, database issues, stations off the air, etc. IPR raised as much in FY 08 as in FY 07.

There was information sharing about the workings of IPR's member match program and consensus that we are appropriately reporting unmet matches as part of the annual membership revenue line, but not attributed to a particular fund drive total.

Wirth presented the first draft of the FY 09 budget for review and asked the Board for guidance on whether we should set a balanced budget as our goal. He also asked for guidance on the size of salary pool we should create to provide funds for merit, equity and possibly, bonuses. The Board consensus is that we should start with a 4% pool, but that the priority should be to present a balanced budget for FY 09.

Madden asked that we work with Regents and University staff to develop a plan for the 2009 State funds disbursements and reporting. Wirth will meet with Stephanie Fox at ISU to learn more about the process. Browne reported that she, Wirth and Jarvis are developing a plan to make the best strategic use of the 08 and 09 State funds given different spending criteria for each of the grants.

Browne presented the final version of the FY 09 goals. Carignan moved approval, which was seconded by Madden. The motion was unanimously approved.

The Board then entered into a discussion about IPR's expansion strategy and reviewed the frequencies already awarded and those with applications at the FCC. The Board supports the construction of the stations designated top priority, should they all be awarded, with the addition of the Atlantic station which covers an underserved area of western Iowa. It was agreed that we will generate a response to the Regents about the Atlantic inquiry and contact Grand River Valley Radio. We will also set up a

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meeting with Dave Miles and Michael Gartner to ensure they support our strategy and to determine how the plan should be presented at the August 7 Board of Regents meeting in Cedar Falls.

Browne presented a revised on-air university recognition and public service announcement proposal and asked for the Board's guidance as to whether a university's announcement should be heard statewide or only its licensed stations. The Board consensus was that the announcements should be heard statewide. Staff will rework the proposal to reflect the broader distribution of the psa's.

Wirth asked the Board to approve a distribution of \$100,000 each to KUNI and K/WSUI. Runge moved, Madden seconded and the motion was unanimously approved.

Director Carignan left the meeting at 4:20 and the meeting was adjourned at 4:30.

Respectfully submitted,

Cindy Browne, Executive Director