

Board of Directors Meeting Minutes October 26, 2006

The Iowa Public Radio Board of Directors met Oct. 26, 2006, in the Pappajohn Higher Education Center in Des Moines. Members present were chair Art Neu, Kay Runge, and Steve Parrott. Directors Steve Carignan and Warren Madden participated by phone. Also present for the meeting were IPR executive director Cindy Browne and members of the IPR leadership team: Joan Kjaer, Todd Mundt, Wayne Jarvis and Don Wirth.

Chair Neu called the meeting to order at 1:35 p.m. Runge moved and Parrott seconded approval of the minutes from the August meeting. The motion was unanimously approved.

Fall Fund Drive

Browne reported that the fall fund drives for the stations were “phenomenally” successful. The preliminary total for the stations was \$787,893, a 16 percent increase above what was pledged during the fall 2005 fund drive. She said e-mails were sent to all staff members congratulating them on their efforts and celebrating their success.

IPR programming schedule

Mundt provided the board with a preview of the IPR News and Information program schedule that will begin Jan. 1, 2007. The new schedule will be announced publicly Nov. 15. Significant stakeholders, including staff, members of the Board of Regents, state legislators, and presidents of the universities, will be advised of the new schedule shortly before the public announcement and provided with talking points and proposed answers to likely questions, he added. Browne noted that Mundt has begun writing a blog, which will be linked from all of the radio station websites, to explain the coming changes to listeners.

Development director

Browne asked the board to approve a proposed offer to a candidate for IPR development director. She also proposed additional hires to be accomplished in the next six months, including a membership manager, major giving officer, and underwriting manager. Parrott moved approval, Madden seconded, and the motion was approved unanimously.

Funding proposals

Browne reported on meetings with Regent President Michael Gartner and ISU president Gregory Geoffroy and UNI president Ben Allen regarding funding proposals for IPR. (A meeting with UI president Gary Fethke had to be postponed because of his illness).

Prior to those meetings, discussions with Regent Gartner and Regents Executive Director Gary Steinke led to an agreement to support a hybrid approach through which the universities would continue to fund a portion of IPR’s annual operating costs while IPR seeks funding for capital projects from the state legislature as part of the Board of Regent’s package of capital requests.

These were some of the points made in the conversations with the university presidents:

- Management agreements between the universities and IPR need to be for multiple years.
- IPR will only be able to absorb reductions in university support if state funding for capital projects is realized. Wirth noted that capital projects can be for “infrastructure,” which includes things such as computer systems, not just “bricks and mortar.”

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- Browne and Wirth will develop a proposed IPR budget that will be included in the management agreements presented to the university presidents. The proposed budgets will attempt to account for IPR's short-term capital needs as well as the universities' desire to reduce IPR funding over the longer term.
- In response to questions from Geoffroy and Allen regarding the value of the stations to the universities, it was noted that each university gets two on-air mentions per hour, which would have a street value of more than \$1 million a year if that time were sold as underwriting.
- Both presidents were supportive of completing work on the management agreements as soon as possible.

Board of Regents lawyer Tom Evans is working on language to include in the management agreements that would make clear that IPR's operation of the radio stations will be consistent with Regent policies, Browne reported. Madden suggested that the management agreements include this sentence: "Iowa Public Radio will not adopt any policies that are inconsistent with policies of the Board of Regents, State of Iowa."

Financial workshop

Roger Nearmyer of Urbandale joined the meeting at 3:25 p.m. to conduct a financial workshop, reviewing IPR financial reports. A number of suggestions were made for changing documents that are prepared on a monthly basis and for those that can be updated less frequently. Wirth will present revised documents for the November meeting.

The meeting adjourned at 5 p.m.

Respectfully submitted,

Steve Parrott
Secretary