

MINUTES

WRKF BOARD OF DIRECTORS MEETING

March 23, 2016

Offices of Southern Strategy Group

Members of the board in attendance: Rodney Braxton, Jim Brandt, Janet Olson, Mary Kay

Carleton, Luke "Joe" Cousson, Bob Mann, Robyn Merrick, Rodd Naquin, Dustin Puryear, Jenee Slocum, Mary Ann Sternberg, Cyril Vetter. Also in attendance: David Gordon, Latricia Huston and Barbara Clark

Chairman Braxton called the meeting to order at 5:05 p.m.

APPROVAL OF MINUTES

It was moved by Secretary Brandt and seconded that the minutes of the February 3, 2016 be approved.

FINANCIAL

David said two bills for 2015 server and engineering expenses came in 2016. Membership and underwriting revenues are tracking ahead. (The financial report is attached to the minutes).

TRANSMITTER

Cyril recommended framing the transmitter replacement in three stages:

1. Board commitment: \$15K from Cyril + \$35k=\$50k
2. Financing by supplier=\$50K
3. Capital campaign=\$50k

Thanks to Cyril for his generous pledge of \$15k.

David said NPR approved cross programming with KRVS/WWOZ so each carries the others primary station on its secondary channel.

Janet said it would be good to have revenue projections from the added service.

There was discussion of dedicated fundraising events such as a Transmitter Party at the site and mentioning it at the Founders Luncheon.

Mary Ann wants to see what stations around the country are doing with the extra channels.

Cyril said a technology company might want to underwrite it.

The possibility of grant funding from foundations and others was discussed.

Robyn said Girl Scouts received matching funds via BRAF for a Girl Scouts facility improvement; will find out fund details.

Next steps: Request bids from two companies. Develop financial plan and timetable.

FOUNDERS LUNCHEON 2016 September 20, 2016 with Cokie Roberts

Ticket and sponsorship pricing was discussed. Mary Ann said members should get a discount on tickets. General agreement on pricing as presented. We will need to select the founders award recipient for 2016.

Committee chair: Rodney, members: Jim Brandt, Robyn Merrick, Rodd Naquin, Jenee Slocum

Bob Mann said LSU Provost Rick Koubeck is interested in exploring office space on campus for WRKF, Rick offered to provide a tour for David of possible locations. The board encouraged him to explore the options.

ADJOURNMENT

There being no other business to come before the board and upon a motion duly made and seconded, the meeting was adjourned at 6:20 p.m.

NEXT MEETING: June 29, 2016