

**WXPR Board of Directors Meeting**  
 March 22, 2016 White Pine Room 6 PM

Present: Phil Hejtmanek, Jeff Burke, Patty Fitzpatrick, Rose Prunty, Joan Hauer and Jessie Dick.  
 Excused: Dan Kuzlik, Kim Zambon, Gary Milanowski, Jim Brown, Sally Mode  
 Via Phone: Diane Reupert, Richard Gsell  
 Recorder: Patty Fitzpatrick

<b>Agenda Item</b>	<b>Discussion</b>	<b>Action</b>
Call to Order/Attendance	Rose Prunty called to order at 6:05 p.m.	
Public Comment	None in attendance.	No action.
Prior Meeting Minutes	Minutes of February 23, 2016 reviewed.	Motion by Jeff Burke to approve as presented. Second by Phil Hejtmanek. Motion Carried
Station Manager Report	Pete Rondello submitted report of March activity. Addition in Out and About section: Ken Krall participated in Read in Our Schools reading two books to 1 <sup>st</sup> and 2 <sup>nd</sup> grade students.	No action.
Committee Reports		
Finance	No questions.	
Fundraising	No questions.	
Governance	No questions.	
Old Business		
Retreat	<p>Pete reviewed 5 goals set at 2015 retreat.</p> <ul style="list-style-type: none"> <li>• Increase Community Involvement – Success (more White Pine events, news stringers, presence at community events, live broadcasts, intern program, school partnerships)</li> <li>• Three non-traditional ways to raise money – Success (local endowment fund, re-invigorated annual auction, year-end mailing, increased underwriting)</li> <li>• Increase membership – Success (commercial memberships, enhanced communication, annual report, member benefit concert pricing and free White Pine concerts). Membership has been growing.</li> <li>• Improve staff/volunteer morale – Success (Communication, newsletter, idea door, shared work space, appreciation)</li> <li>• Logo and standard branding – in process</li> </ul> <p>These initiatives are not stagnant and will continue to be maintained and enhanced as needed. Retreat will build on 2015 ideas and success.</p>	Retreat scheduled for May 11, 2016 at 830 am at Manitowish Waters. Board will receive letter ahead of time with details.
BOD Self-Evaluation	Rose led discussion of self-evaluation compilation. Area of general weakness is lack of comfort by board in fundraising. Also	Suggestion that new board members meet staff, staff explain their role, see what volunteers do, visit Sugar Camp

	some lack understanding roles of staff and what volunteers do. Strong support for tighter/shorter meetings. Information will be shared with person leading board/staff retreat with names removed.	transmitter station.
Board Election	Pete advised that ballot being sent 3/22/16 with six names on the ballot. Also includes information on Spring Sweepstakes in conjunction with April pledge drive. Membership will elect four. Diane and Rose suggest that Governance clarify if remaining two candidates should be elected by board for three years or appointed to finish out terms of Rose Prunty and Jim Brown who are resigning with one year remaining.	Governance will discuss term issue and advise Board.
New Business		
Major Donor Event	Invitations sent to major donors and BOD to donor recognition event Wed, 4/13/16 at Campanile Center, Minocqua.	Station is covering cost of BOD tickets. RSVP to Jessie.
Events Calendar	Patty distributed a list of area events that could be possible sites for a WXPR table/tent. Purpose is to be more visible in the communities we serve and in turn generate new members.	Culver's Share Night is Thursday, May 7 and Patty will be contacting volunteers to help.
Monthly Station Highlights	Rose suggested at each board meeting we have a brief presentation about a particular project or some aspect of the station so board more engaged. Should be no more than 5 minutes and at start of the meeting. Agreed a good idea to help board understand day-to-day and mission.	Pete and Richard will discuss.
Announcements	Pete advised summer college intern has backed out, however current high school intern (who will start college in the fall) will continue throughout the summer.  Pete reported went from internet to microwave distribution to WXPW Wausau, improving service to that area.	Pete suggested summer intern could meet the board in June.
Public Comment	None in attendance.	No action.
Closed Session	SM salary.	Joan Hauer moved to closed session at 7:05 pm. Second by Jeff Burke. Jeff moved out of closed session at 7:07 pm. Second by Phil Hejtmanek.
Acceptance of Absences	All absences approved.	
Adjournment	Meeting adjourned at 7:08 pm.	<b>Next meeting is Tuesday, April 26 2016 6:00 pm White Pine Room. Will be the annual meeting followed by regular board meeting.</b>