

WXPR Board of Directors Meeting Minutes

December 12, 2017, White Pine Room, WXPR, Rhinelander, WI 6:00 pm

Present: Jeff Burke, Patty Fitzpatrick, Gary Entz, Mike Smolarek, Elaine Strite, Richard Gsell, Ralph Solome Jr., Phil Hejtmanek, Joan Hauer, Bill Clow,

Excused: Christy Myshchyshyn, Jessie Dick

Unexcused:

Recorder: Patty Fitzpatrick

Agenda Item	Discussion	Action
Call to Order/ Attendance	Meeting called to order Jeff Burke, chair, at 6:04 pm.	Attendance as shown above.
Public Comment	None.	
Minutes from Previous Meetings	Minutes from October 24, 2017, presented for review.	Motion by Phil Hejtmanek to approve minutes as presented. Second by Gary Entz. Motion Carried.
Station Manager Report	<p>Bill presented new logo. Will begin to use as we roll out 35th anniversary. As brochures need to be updated new logo will be used.</p> <p>Bill discussed collecting oral histories project. Staff suggests having it around an event. Would also incorporate fundraising “Step-Up” Campaign. Asking current donors to increase their current level of giving. Additional funds used to step-up local news reporting. Feel this is a more sustainable effort than a traditional capital campaign.</p> <p>Planning to post for a part-time (20 to 30 hours/week) tech director in January and move Mackenzie to news and features. Also looking for someone to help with engineering duties.</p> <p>Give Big to My Station Campaign. Board asked to participate.</p>	Full report available in drop box.
Old Business		
New Board Members	Governance Committee presented Kate Ferrell and Jack Loomis.as candidates to fill the two current openings on the board.	Jeff will follow up and request their attendance at January meeting.
Sugar Camp Tower	ECB Memorandum of Understanding has been requested.	

Evaluation Document	<p>Gary Entz presented form for SM annual evaluation based on form used last year.</p> <p>Reminder that Board will be asked to complete a self-evaluation in February.</p>	<p>Board asked to complete form and get to Jeff no later than January board meeting.</p> <p>Bill will complete his self-evaluation and get to Jeff by January governance meeting.</p>
New Business		
Potential Board Members	<p>Governance proposed potential board members for April 2018 election. Temporary committee position. Currently have two people interested in joining the board in spring. Jeff suggests ask them to serve on a committee to get an idea of what is involved.</p>	<p>Jeff will contact the individuals and invite them to attend January Outreach & Philanthropy committee.</p>
Goal Priorities for Next 90 Days	<ol style="list-style-type: none"> 1. Begin oral histories project. 2. Outreach-Philanthropy determine sites of community outreach. 3. Governance Committee continue ongoing review of By-Laws. 	
Investment Strategy	<p>Phil advised that new Endowment Fund is now over \$10,000 and can be invested. Heck Capital reviewed WXPR Investment Strategy and have recommended “Strategic Balance Model” which is 60% stock and 40% bonds. Will provide avenue for growth in a reasonably safe manner.</p>	<p>Motion by Joan Hauer to invest in Heck’s Strategic Balance Model. Second by Ralph Solome. Motion Carried. Bill will contact Heck Capital and ask them to invest in the Strategic Balance Model.</p>
Announcements	None.	
Adjournment	Meeting adjourned at 7:08 pm.	Next meeting Tuesday January 23, 2018, at 6 pm, White Pine Room.