

Minutes

WYPR Board of Directors

March 7, 2018 at 5:30 PM

Board members attending: Darcy Carroll-Board Chair, Cindy Amitin, Liz Atwood, Emile Bendit, Cynthia Berman, Andy Brooks, Deborah Callard, Tyson King-Meadows, Gary Levine, Matt Martin, Dale McArdle, Neil Meyerhoff, John Prugh, Ann Quinn, Laura Speer, Peter Toran, Meadow Lark Washington CAB: Mac McComas

Phone-in: Albert Williams, Bailey Morris-Eck

Board members absent: Frank Boston, Susan Baisley, Cheo Hurley, Jack Machen, Lisa Manzone, Sophia Silbergeld

Staff present: Tony Brandon, Catherine Tucker, Carla Truax, Andy Bienstock, Brian Crompwell, Carolyn Jewell, Liza Matthews, Heidi Sheppard

1. Meeting was called to order. Minutes from January 31, 2018 were approved.
2. Opening comments by Darcy Carroll, Board Chair
 - Darcy welcomed everyone and read two positive letters from listeners of Sheilah Kast's On the Record and Aaron Henkin's Out of the Blocks. She then welcomed the Guest Speaker – Don Fry, CEO of Greater Baltimore Committee.
3. Don Fry – CEO – Greater Baltimore Committee - Guest Speaker

2017 was a difficult year of press coverage for Baltimore with a high murder rate and the unrest following the death of Freddie Gray. Unfortunately, the bad news is dwarfing the good news. Baltimore is attracting millennials at high rates with apartments downtown filling up with this younger demographic. Downtown Baltimore is seeing tremendous growth with cranes dotting the skyline. We have growth in the Bio Science Industries with the Science and Technology Park Johns Hopkins in East Baltimore and University of Maryland Baltimore BioPark in the West. But despite the growth in business and industries it is still difficult to get good press. There are many good stories coming out of Baltimore that don't get attention they deserve.

Challenges faced in Baltimore: Raising revenue, such as property tax increases is unpopular. Baltimore already has a high property tax rate that makes it difficult to attract the middle class. Need growth in middle class with goal of 700,000 (from 615,000). Our image of crime and poor schools needs to be addressed as well as our problems with transportation and affordable housing. The Federal government is not investing in Baltimore-Power base is moving to Prince George's County and Montgomery County.

GBC initiatives are helping in a few areas. Coalition for a Second Chance is a reintegration program for ex-offenders. 7,000 people per year returning to the same neighborhoods from which they were arrested but there is no support system upon their return. Education is key. Need to expand adult literacy and GED programs. 75-100K are without a high school diploma or GED. Need to ensure individuals are given opportunities to succeed.

GBC future efforts are in South Baltimore – Stadium Square, Port Covington, and Inner Harbor. (Growth already in Harbor East and Canton). Renew old buildings and convert to different uses. Area has good access to 95 and 395. Baltimore’s CBD is changing with Locust Point renovation.

Public Safety is an important issue. Need tough laws for repeat violent offenders but we also need crime prevention programs such as rec centers, internships, and after school programs. Forty of the past forty-two years, Baltimore has had over 200 homicides.

We need to attract more tech and cyber security employers. The Maryland Legislature needs to find funds for programs that are important to the Mayor. Need to fund public safety initiatives.

The role of public radio is to educate the public and help create a catalyst for change.

Questions: Would PAL centers be brought back? Don answered that would need a strong commitment from the business community.

Why can’t we get investment in Baltimore? Don answered there is an anti-tax sentiment in both Annapolis and Washington.

Is the opioid epidemic being addressed? Don answered Dr. Wen, Health Commissioner, is a great resource and is addressing the issue.

4. Finance Committee Report- John Prugh, Chair

- Membership continues to grow and is nearing parity with Underwriting which remains strong. Auto donations have been a good source of revenue with increases every year in number of donations. YTD performance well ahead of bank covenant

5. Development Committee Report – Matt Martin, Andy Brooks – Co-chairs

- Matt reviewed the leadership board and timeline of installation. A list of givers names will be created from range of \$10-500K from the past 10 years. We will obtain permission from donor.
- Auto donations are up and Tony would like to add the car donation option to the “Donate” link on the website.
- The grant process is going well with several grants in the works:
 1. McCormick - \$50,000 grant for three of our programs-Future City with Wes Moore, Life in the Balance, produced by Katie Marquette and voiced by Aaron Henkin, and third, Out of the Blocks produced by A Henkin and music by Wendel Patrick.
 2. Creative Baltimore Fund, Baltimore Office for Promotion of the Arts (BOPA) - \$10,000 – General Operating Support - arts and cultural programming

3. Veterans Coming Home: Finding what works - \$25,000 grant (eligible as a CPB CSG grantee)
 4. \$50,000 grant for Studio 3 upgrade from an anonymous donor.
 5. \$5,000 grant from Brown Advisory
 6. Possible funder for OOTB – Sue Cohen - In the works
- Carolyn provided a Membership overview with numbers from Guest Bartending with a profit of \$2,068.00. There was high attendance by Board with Darcy, Neil, Andy, Cindy, Gary, Emile. Tony also attended and staff participation was high.
 - Carolyn shared a list of upcoming events from Heidi Sheppard:
 - Paula Poundstone at Goucher College, WYPR's private reception before show (Fri, March 23 at 6 PM)
 - Remote Broadcast at Hood College with Midday (Tues, March 27 at noon)
 - WYPR's Day of Service – Old Goucher Neighborhood Clean Up (Sat, April 28, 9 AM)
 - Mary Louise Kelly at Baltimore Center Stage (Wed, May 2 at 7:30 PM)
 - WYPR Aquarium Night at the National Aquarium (Thurs, May 17, time TBD) – details in works
 - Carolyn spoke about the upcoming Pledge Drive from March 17-22. We have a media partnership with the BSO - Scott Simon. She also spoke about the gifts offered for becoming a new member.
6. Outreach Committee – Gary Levine and Emile Bendit – Co-Chairs
 - Emile spoke about the very informative outreach visit to Enterprise Homes on February 22 and the upcoming visit to Episcopal Housing on March 8. Gary reiterated that the full Board should be invited to the outreach visits.
 7. Governance Committee Report – Cynthia Berman and Ann Quinn – Co-Chairs
 - Board survey results- Liz Atwood (see attached survey report) Liz gave an overall review of the board survey reporting general satisfaction by board members but to please speak to the Governance Committee members regarding any concerns/areas of improvement that need to be addressed.
 - Cynthia spoke about the changes to CAB By-Laws and asked for Board approval. CAB By-Laws were then unanimously approved by the Board. Cynthia spoke about CAB members renewing their terms. Three members resigned: Mike Glasser, Tom Kohn, and Peggy Orbrecht. There are three openings for these slots.
 - Ann spoke about the process for filling the two Board positions that need to be filled. There will be introductory coffees. At the April meeting we will prioritize the candidates, and schedule more extensive meetings with them. The Committee will make final determinations at the May 9th meeting and submit them to the Board at the May Board meeting for a vote by the full Board.
 8. Tony Brandon – President and General Manager – Comments
 - Engineering issues: There will be an upgrade made to Studio C with the grant money secured from anonymous donor. A backup engineer will need to be hired to be on-call in Frederick (one already in

Ocean City) in case Ray is unavailable. Remote control units need to be replaced at a cost of \$5,000 for each of the three units.

- Underwriting remains strong and we have secured \$50,000 from Stifel for two years. Membership continues to grow at a steady pace with an upcoming fund drive on March 17-22. Heidi is transitioning well into Carol Madow's position and is doing a great job.
- A follow-up diversity training session on March 14th with K Moffitt .
- Next year, CPB will require board members and employees to participate in harassment prevention training in order to receive grant funds.
- Maryland sick pay policy has changed with paid sick leave as new law
- Our podcast production is diverse and is generating more revenue but we will need to hire an additional producer
- Our ratings are highest ever-we've reached a 5.0 share with a high of 240,000 weekly listeners
- Building façade improvements: We will be receiving renderings from the architects at ARQ (Jay Orr – Architect) When the renderings are complete, we will share with the Board
- Edison Research : Importance of radio remains high with AM/FM radio as leading audio provider to persons 18+
- Podcasting growth potential is high
- Tony is pleased with the digital board on Charles Street, using NPR copy but still impactful
- Tony was delighted that Don Fry was able to speak to the Board. WYPR has a great deal to add to the conversation regarding the marginalized citizens of Baltimore. WYPR continues to provide quality journalism, address the needs of our community and be financially independent.

9. Meeting was adjourned.

Executive Session

A portion of the meeting was closed to the public in order to permit discussion of matters relating to individual employees, proprietary information, confidential advice of counsel, or commercial or financial information obtained on a confidential basis.

Certified by _____ Peter Toran, Board Secretary

Date _____