



## WYSO BOARD MINUTES

August 17, 2016

Corner Kitchen Restaurant  
Dayton, Ohio

Members present:

Lucy Owens, Kevin Rose, Rodney Veal, Herbert “Rusty” Cousins, William “Bill” Linesch, Bruce Bradtmiller, Kevin McGruder, Natalie Skilliter, Judd Plattenburg, Jane Monat.

Members absent: Chuck Berry, Seth Gordon, Kevin Rose and David Seyer.

Staff present: Neenah Ellis and Luke Dennis.

Natalie called the meeting to order.

**Minutes** from June 15, 2015 were moved to accept, seconded and approved. The draft was circulated prior to this meeting. The motion to approve the Minutes was approved by voice vote.

**Driveway Moments.** Appreciation for the convention coverage was expressed and active discussion followed. Zika stories were noted as very informative and well formulated

**Financial Report.** With Doug Hull’s departure Neenah and Luke presented and abbreviated financial update indicating WYSO finished positive for the fiscal year ending 30 June 2016. They indicated that underwriting was on track and showing strong support to exceed the goals set. Membership is growing with positive signs for the fall. Budget had still not been finalized but the discussions were on-going.

**Dashboard Update.** Bill handed out the Jun 16, 2016 version of the Dashboard. He noted the following in closing out the 2016 Goals:

Goal 1. Expand Listening Audience: upward trends in listenership, will be looking at August reports to validate the trends.

Goal 2. Increase and Diversify Revenues: we did well but had not exceeded our goal

Goal 3. Execute Successful Fundraising Events: the goal on events was exceeded and continues to show strong potential for continued growth.

Goal 4. Develop Market Based Comp System at WYSO: is on-going but is budget dependent to implement

Goal 5. Establish Friends of WYSO Organization: on track but needs emphasis in Fiscal year 2017

Goal 6. Improve Programming: improving vs. pre-programming changes numbers have moved from close to 1 up to a 2.6 and continue to improve

Goal 7. Implement Capital Campaign: while there are indicators toward positive a new strategy is in work to capture broader listening area; this will continue into next year.

Goal 8. Integrate Strategically with Antioch College: Positive signs but work and coordination needed and continues. More traction needed and still evolving

Goal 9. Develop Working Plan for the Center for Digital Media: this effort will get emphasis in FY 17. College considering plan in August.

The FY2017 Dashboard plan was presented:

Goal 1. Expand Listening Audience:

Goal 2. Increase and Diversify Revenues:

Goal 3. Enhance WYSO/College Relationship:

Goal 4. Mixed Use Campaign (formerly capital campaign):

Goal 5. Programming Goals:

Goal 6. Collaborate with NPR to Create a “Community Voices” Committee for Governmental Outreach:

Further definition of goals will be included in subsequent meetings.

### **General Manager’s Report.**

- Neenah is forming an interview committee for a new Business Manager to replace Doug Hull.
- Archivist in residence has started. In collaboration with the Green County Library the Digital Humanities Symposium using WYSO collections, keynotes for CA Civil Rights Project.
- WYSO Community Concert on Sept 11 presented by the 21<sup>st</sup> Century Peace Literacy Foundation. Putting together a WYSO Walking Team to participate in the Peace walk
- Point of interest – WNKU is selling their broadcast license.
- Strategic planning process is in full swing. First staff sessions complete; sessions were productive. 27 August are scheduled for the Resource Board followed by a session with volunteers. Will be discussed at October Board meeting

**Nominations and Boardsmanship.** Jeff Cox was nominated and seconded to the Resource Board and approved by voice vote of the sitting resource board. Welcome to Jeff Cox.

Discussion of process for gaining new board members: Nominating committee finds potential candidates. Candidates passed to GM for further discussion and WYSO introductions and then passed to current board for voting acceptance of candidate. Nominating committee concentrating on diversity of skills and geographics in canvassing for membership.

### **There is a vacancy on the finance committee**

**Orientation Meeting:** Open to all board members. A board member resource and reference book is being developed for all to have key documents to help with service to WYSO

YSO Serious is planning for next year; looking for venues and feedback

It was proudly announced that Neenah will be a presenter at TED-X in Dayton. She will be doing a presentation on Peer to peer Interviewing.

**Adjournment.** Moved and seconded to adjourn. The motion to adjourn was approved by voice vote and the meeting ended at 10:05 AM.

**Next Meeting.** The next regularly scheduled meeting will be held at **8:15 AM** on Wednesday, **October 19**, 2016 at the **WYSO Studios**, 150 E. South College Street, Yellow Springs, OH. The Agenda will include approval of the Minutes of the meeting of August 17, 2016, Announcements from Board Members, approval of one or more new Board members, discussion of the station, new dashboard goals for FY17, and new committee assignments. Committee Chairs should E-mail agenda topics that require Board discussion or action to the Board Chair not later than the Friday before the meeting. The E-mail should include the topic, the desired outcome (e.g., a resolution) and the estimated time that the discussion will require.

Respectfully submitted,  
Rusty Cousins, Secretary