

Board Present:	Shawanna LaVoy	Staff Present:
Ursula Barrera-Richards	Theresa Morris*	Marlon Kiser
Gary Boehm	Charlene Patten*	Katie Budas
Ty Boyd*	Barb Petee	Ron Harrison
Ben Brown	Ann Sanford*	Lindsay Miller
Carol Contrada	Joe Sharp	Ray Miller
Charlene Gilbert	Jeff Stegeman	Dan Niedzwiecki
Dr. Greg Guzmán*	Patricia Wast	Michelle Turner
Jennifer Hildebrand	Leighton Woolf	Raye Ann Langlois
John Hobbs*	Bob Vasquez	Council of Advisors Present:
Sandy Isenberg*		Clarence Smith
Lisa Kahle-Piasecki		Marna Ramnath
		Bill Heywood

A meeting of the Public Broadcasting Foundation of Northwest Ohio was held virtually-not in person-on Thursday, March 11, 2021, at noon.

Call to Order

The meeting was called to order by Chairperson Ben Brown.

Minutes

Chairperson Ben Brown called for the approval of minutes from the January 14, 2021 board meeting. Leighton Woolf moved to approve; it was seconded by Jennifer Hildebrand. The minutes were approved unanimously.

FY 2021– Year-to-Date

Treasurer Patricia Wast stated, as of February 28, the eighth month of the fiscal year, the Foundation had actual revenues of \$3,242,594 with actual expenses of \$2,859,872 for a favorable operating margin of \$382,722.

The favorable variance continues to be much better than the projected unfavorable variance of (\$95,684) that was projected for the budget period.

Carol Contrada made the motion to accept, which was seconded by Barb Petee. The motion passed unanimously.

FY End Trend

Treasurer Patricia Wast stated management continues to be very pleased with the foundation's financial performance despite the substantial loss in the projected project and production revenues. At this point, the foundation is benefiting from a number of fortuitous events that are saving the organization from realizing the board-approved unfavorable operating margin of (\$336,515) for the year.

Ms. Wast went on to say that management is confident that the favorable trends in revenues and expenses will continue through the end of the year.

Marketing Committee Report

Joe Sharp stated the marketing committee met and discussed various activities that the station is involved with. He mentioned that WGTE's Facebook and Instagram accounts had increased in followers. He also mentioned that Cathy Kamenca was hosting weekly promotions on Facebook that have been well received.

Membership Committee Report

Lindsay Miller delivered the membership committee report. She mentioned the committee met virtually and discussed several agenda items.

She informed the board that a planned giving promotion campaign would be created in-house and that IRA donation solicitation plans would be developed in the coming months.

She mentioned that the station's vehicle donation promotions are going well. Also of note, she said despite not being a sellout, the raffle games are generating more revenues than the former game did.

Ms. Miller then updated the board on the station's virtual engagement activities. In addition to virtual promotions of the TV schedule's highlights, PBS program screeners are being offered periodically. She pointed out that the staff may consider the possibility of providing a hosted mid-day program offering for online appointment viewing.

The committee also reviewed a draft gift acceptance policy. Staff is in the process of refining the policy with the feedback received from the committee members. Then the policy will be reviewed in the coming months by the finance committee. After that, the board will take action to accept the policy at the annual meeting held on June 17.

She went on to discuss a survey that would be sent out to the board of directors to ascertain how much each director can help the committee and staff with fundraising.

The committee also endorsed the idea of creating a Directors' Challenge Fund for the Spring 2021 FM 91 Fundraiser.

Nominating Committee Report

Chairperson Leighton Woolf mentioned the committee met virtually and discussed several agenda items. He mentioned the committee reviewed directors that are up for renewal this year and discussed who they wanted to approach to fill officer positions on the board. Mr. Woolf said all five directors that are up for renewal have agreed to serve another 3-year term. The nominating committee also discussed new candidate considerations for the 2022 fiscal year. Mr. Woolf encouraged directors to let him or Marlon know if they know anyone who would make a good candidate.

Chairperson's Report

Chairperson Ben Brown introduced the idea of having a Board Directors' Challenge Fund for the FM 91 Spring 2021 Drive. He pointed out that the board of directors has directly supported radio fundraisers by contributing financially to a challenge pool in the past. He said the funds are used to challenge listeners to make contributions and have their donations matched with board money.

Mr. Brown said the membership committee had endorsed the creation of a challenge pool for this spring's radio fundraiser, which will be held from April 8 to April 16. The goal is to raise \$2,600 from directors. With 22 directors, that averages out to about \$120 per director.

He mentioned that 100% participation would be great so that we can promote on-air that every director contributed to the pool.

Mr. Brown said Lindsay would send an email to let everyone know how to make their contribution online.

President/CEO Report

Mr. Kiser stated that after a very lean period with no major television production work, he was pleased to share that two new Toledo Stories are expected:

- A 30-minute program about Advocates for Legal Equality and its services to NW Ohio.
- And a 60-minute program about Ironworkers Local 55, which has been an indispensable contributor to the development of Toledo's skyline for more than 100 years.

Mr. Kiser also pointed out that the relief bill as passed by the House of Representatives and the Senate and which is expected to be signed by President Biden contains \$175 million emergency funding for the Corporation for Public Broadcasting (CPB) to support public radio and TV stations through the COVID crisis. He said the bill's CPB provision is similar to last spring's CARES Act, which enabled CPB to provide fiscal stabilization grants to public radio and TV stations.

Mr. Kiser mentioned that CPB has not yet shared the formula or methodology by which the funds will be distributed to stations and the timing for such payments. He noted that last year, WGTE received \$335,205 in stabilization funding. He said he would provide additional information as it becomes available.

Adjournment

There being no further business, the meeting was adjourned.

Respectfully submitted,

Jennifer Hildebrand, Secretary

Date