

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*		Marna Ramnath
Lisa Kahle-Piasecki		Tom Dawson
		Clarence Smith

A meeting of the Public Broadcasting Foundation of Northwest Ohio was held virtually-not in person-on Thursday, January 14, 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 November 12, 2020 board meeting. Carol Contrada moved to approve; it was seconded by Ty Boyd. The minutes were approved unanimously.

FY 2021– Year-to-Date

Treasurer Patricia Wast stated, as of December 31, the sixth month of the fiscal year, the Foundation had actual revenues of \$2,443,957 with actual expenses of \$2,150,139 for a favorable operating margin of \$293,818.

The favorable variance is much better than the projected unfavorable variance that was projected for the budget period.

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

FY End Trend

At the mid-point of the fiscal year, management is cautiously projecting a possibly favorable year-end operating margin.

Marketing Committee Report

Ray Miller stated the marketing committee met and discussed various activities that the station is involved with. He noted that the committee discussed the struggle with securing underwriting.

Patricia Wast mentioned she noticed a WGTE Raffle flyer included in her ValuPack. Raye Ann Langlois mentioned this was a new way to promote our raffle. She also pointed out that for the first time, we used billboards to promote the raffle.

Membership Committee Report

Chairperson Gary Boehm stated the membership committee met and discussed past and future fundraising efforts. He said the committee voted in favor of recommending to the executive committee that we have a goal of 100% participation by directors to have them contribute to a challenge pool totaling \$2,500 for the Spring 2021 FM Fundraiser (April 8 - 16).

Also discussed at the meeting was recognizing that fundraising is everyone's responsibility. Committee members plan to conduct a survey of directors in order to identify strengths, interests, and connections that might be leveraged to benefit our fundraising efforts.

Additionally, Mr. Boehm mentioned that all nonprofits are challenged to have effective donor relations when in-person meetings cannot be held. He said Lindsay would like to receive suggestions and input from directors about how WGTE might improve its virtual engagement with donors. Please contact her directly.

Chairperson's Report

Chairperson Ben Brown said an executive committee meeting would be scheduled soon to discuss creating a challenge pool of funds provided by directors, which will be used for the spring FM 91 fundraiser.

Mr. Brown also mentioned that the nominating Committee would soon start meeting to consider appointments to the board. He asked the board if they knew of any suitable candidates to please share them with Leighton Woolf, the chair of the committee.

President/CEO Report

Mr. Kiser stated that as part of the COVID-19 relief package passed by Congress in December, the federal government expands on earlier relief issued by the IRS. He pointed out that these changes are optional and require plan amendments. Mr. Kiser noted that we are working with legal counsel to discuss possible changes to our FSA plan.

Mr. Kiser went on to discuss the station's COVID-19 vaccination awareness efforts. He mentioned that the COVID-19 relief act passed in December includes funding for public awareness campaigns for the COVID-19 vaccine. He said CPB is reportedly making plans to launch and support a national plan in collaboration with

public TV and radio stations. Mr. Kiser also mentioned that he would soon be talking with a leading local health care provider to see how WGTE might advance vaccination awareness locally.

Mr. Kiser briefly discussed the activities and accomplishment report and letter of appreciation WGTE received from Bowling Green College of Music that had been distributed.

Lastly, Mr. Kiser informed the board that Meira Zucker, a past director and current member of the council of advisors, was recently appointed by Governor DeWine to serve on the Broadcast Educational Media Commission.

Adjournment

There being no further business, the meeting was adjourned.

Respectfully submitted,

Jennifer Hildebrand, Secretary

Date