



**Minutes of the Public Broadcasting Foundation of Northwest Ohio
Board Meeting
Thursday, November 10, 2022**

Board Present:	Shawanna LaVoy	Staff Present:
Ursula Barrera-Richards	Matt Luettker*	Marlon Kiser
Tasha Hussain Black	Theresa Morris*	Katie Budas
Gary Boehm	Monika Ortiz	Sue Kaake
Ty Boyd	Charlene Patten	Lindsay Miller
Ben Brown	Barb Petee	Ray Miller
Elizabeth Brown-Ellis*	Ann Sanford	Dan Niedzwiecki
Contrada, Carol	Olivia Summons	Michelle Turner
Matt Heyrman	Patricia Wast	Raye Ann Langlois
Jennifer Hildebrand	Leighton Woolf	Matt Reny
John Hobbs*	Bob Vasquez*	Nathan Hursh
Sandy Isenberg		
Lisa Kahle-Piasecki		

*Did Not Attend

NETA Members Present:
George E. Walter, CMA, CPA*
Amy Larkin, CPA

A meeting of the Public Broadcasting Foundation of Northwest Ohio was held on Thursday, November 10, 2022, at noon at WGTE Public Media, 1270 S. Detroit Avenue, Toledo, Ohio.

Call to Order

The meeting was called to order by Chairperson Carol Contrada.

Minutes

Chairperson Carol Contrada called for the approval of minutes from the September 8, 2022, board meeting. Patricia Wast moved to approve; it was seconded by Sandy Isenberg. The minutes were approved unanimously.

Production Department Demonstration

Nathan Hursh, Senior Producer, demonstrated WGTE's new drone by taking live aerial shots over and around the station. Ray Miller, Director of Content and Creative Services, informed the board of directors that Kristi Hoffman donated the drone to the station.

FY 2022 – Unaudited Financial Report and Audit Report

Marlon P. Kiser informed the committee that the green sheet included in their board packet only had financial information through September. He noted that the green sheet is only a preliminary draft report. He mentioned that because it is in draft form, the board is not being asked to accept it. He informed them that when an up-to-date statement is available, it will be shared with the finance committee. Then the information will be shared at

the January meeting. He said it wasn't able to be completed because the audit has yet to be finalized. He noted that it had a ripple effect in completing the FYTD. Marlon explained that after Ron Harrison's unexpected departure, we were left to decipher his spreadsheets. Marlon said that Sue Kaake, George Walter, and Amy Larkin had done a tremendous job at deciphering financials.

Marlon noted that because of this long process, we don't have a finalized audit either. The audit committee met on November 8 and reviewed a draft audit report. The audit committee approved it as to form despite the need for adjusting entries since they wouldn't be significant. He said the board would need to approve the final audit once it's complete.

Mr. Kiser pointed out that the green sheet shows we are running an unfavorable operating margin of 630,000, which is significantly higher than we usually do at this time.

Chairperson Contrada asked if the board would get the audit when it was complete. Marlon said that it would be shared with the audit committee first, and then it would likely come to the full board in an email for approval instead of waiting until January.

Treasurer Patricia Wast noted that the finance committee exchanged emails and came up with new language to describe the committee's responsibilities.

Marketing Committee Report:

Marketing Chairperson Tasha Hussain Black informed the board that the marketing committee met for the first time in the fiscal year on November 3. She said the meeting was robust and strategic. The committee will meet on December 1, allowing them to prepare for that meeting by renewing and updating the marketing committee description and mission. They will review the strategic marketing and communication plan developed several months ago at the next marketing meeting. They will also be working on developing an elevator pitch. The plan is to use that verbiage when discussing what WGTE does and why people should donate and support WGTE Public Media. There was also a conversation about putting together a focus group to obtain low-level data about WGTE's target audience preference. They are also looking to collaborate with the membership committee that is working on sending out a survey to WGTE's members.

Membership Committee Report

Membership Chairperson Gary Boehm said the committee met yesterday to update the committee's mission statement. They made progress in identifying the areas that needed to be updated. The committee will be working on it this month. They hope to have a finalized draft ready for approval at the January meeting. He noted that they would then work on goals and action steps. The committee also discussed fundraising activities. He said that last year we raised \$60,000 on the Day of Giving. This year we hope to raise \$75,000. He thanked board members that participated last year. Raye Ann estimated there was about 90% participation from the board last year. He mentioned he would like to get to 100% board participation. He asked that when the board receives a flyer regarding D.O.G., they post it on social media and encourage their friends to join.

Nominating Committee Report

Nominating Chairperson Leighton Woolf stated that the nominating committee still needed to meet. He said he planned to have a committee meeting before the January board meeting. The committee will review the current nominating committee mission statement and make changes based on that discussion. He plans to have a finalized draft mission statement to present at the January meeting.

Chairperson's Report

Chairperson Contrada noted that all committees have met or are planning to meet to update committee responsibilities that are consistent with WGTE's mission statement. Ms. Contrada mentioned she has been able to participate in those meetings and had some observations. She noticed that the marketing/development and membership committee had a lot of overlap in their duties. She noted that two things continuously came up in the committee meetings. One was content and how challenging it is to link members and viewers to our content. The other word she repeatedly heard in the committee meetings was WGTE's credibility.

She noted that the executive committee met earlier this fall and discussed the organization's challenges, including the raffle and fundraising. The executive committee talked about enhancing board engagement and training. Additionally, the committee discussed data that surrounds our membership and community members. There was also discussion about developing and distributing a survey to our members that may be ready to go out in January. She mentioned that Marlon and the staff looked at programming research firms. After reviewing the cost of having access to that data, it was determined that it was not cost-effective to do at this time.

President/CEO Report

Mr. Kiser noted that in the board packet is an activity and accomplishment report for the first quarter of the fiscal year. He also mentioned our annual report was in the board packet, and it summarized what was done in the last fiscal year.

Mr. Kiser mentioned that staff participated in a survey to determine what they wanted to do for a staff recognition event. The overwhelming preference was not to gather for a luncheon but to receive a gift card. After meeting with the executive committee, he said their recommendation was to provide staff with a \$100 gift card and an additional day off on Friday, December 23.

Chairperson Carol Contrada asked for a motion to approve the additional day off for staff and a gift card in the amount of \$100. Sandy Isenberg made the motion to accept, which was seconded by Ben Brown. The motion passed unanimously.

Barb said she supported providing staff with a gift card instead of a luncheon. She suggested that we have a staff and board get-together in warmer weather.

Marlon noted that he shared earlier this week with the members of the finance committee that we received a gift from the Frank and Shirley Dick trust for \$15,722. He noted it would go into the capital improvement fund.

Carol suggested having some recognition plaques for people that become legacy donors. Marlon noted that we would do that moving forward.

New Business

Chairperson Carol Contrada asked Matt Heyrman to discuss the work done within the ad-hoc committee. He stated that the committee's name is Journey into the Digital Age. He said the committee met to lay out specific goals and objectives.

He mentioned that the committee met to discuss an initial draft action plan. He noted the importance of finding funding in order to move forward with an idea. One of the suggested ideas was to have a new podcast on a local issue that has national appeal. He said that Carol mentioned that our area has led in criminal justice reform, and he noted the timing was good because the MacArthur foundation had funding available. He said in two business days, Marlon and his team put together a grant application for approximately \$100,000, and we should know sometime in December if it is awarded to us.

Chairperson Contrada noted that the journey into the digital age committee had wonderful ideas and suggestions. She also invited everyone on the board to join the discussion whenever the committee meets in the future.

Matt Heyrman noted that Marlon had mentioned that we have a large and diverse board with community connections. Those connections will be helpful as we look to fund various projects.

Marlon thanked Matt and noted the importance of the board having a good working knowledge of what we do and how we touch the community so that when board members learn of a project that fits our expertise, they can let us know. He encouraged the board always to be thinking of WGTE and how else we can be a part of projects in the community.

Chairperson Contrada noted that she's started looking at national foundations and the types of things they are interested in. Olivia Summons noted that Zachary Huber at the Lucas County Public Library has a lot of grant data and is willing to walk through how to search for that information.

Adjournment

There being no further business, the meeting was adjourned.

Respectfully submitted,



Jennifer Hildebrand, Secretary

6/29/2023
Date