

Board Present:

Ursula Barrera-Richards
Tasha Hussain Black
Gary Boehm
Ty Boyd*
Ben Brown*
Elizabeth Brown-Ellis
Contrada, Carol
Matt Heyrman
Jennifer Hildebrand
John Hobbs*
Sandy Isenberg*
Lisa Kahle-Piasecki

Shawanna LaVoy

Matt Luettker*
Theresa Morris*
Monika Ortiz
Charlene Patten
Barb Petee
Ann Sanford*
Olivia Summons*
Patricia Wast
Leighton Woolf
Bob Vasquez*

Staff Present:

Marlon Kiser
Katie Budas
Sue Kaake
Lindsay Miller
Ray Miller
Dan Niedzwiecki
Michelle Turner
Raye Ann Langlois
Matt Reny

NETA Members Present:

George E. Walter, CMA, CPA
Amy Larkin, CPA

*Did Not Attend

A meeting of the Public Broadcasting Foundation of Northwest Ohio was held on Thursday, September 8, 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 June 16, 2022, board meeting. Patricia Wast moved to approve; it was seconded by Leighton Woolf. The minutes were approved unanimously.

Education Department Project

Katie Budas, director of educational resource services, shared with the board a book that was created from the Share A Story contest. She noted that in the past three years, we had received over 1,000 entries. The contest is generously sponsored by the Joseph and Judith Conda family. It inspires children's imaginations and promotes literacy by encouraging children to write and illustrate their own original stories. The Taylor Automotive Family helps cover the costs associated with turning the winning essays into a book for the winners of the contest.

FY 2022 – Unaudited Financial Report

Treasurer Patricia Wast stated the Foundation ended the fiscal year with a favorable operating margin of \$154,905, which is net of the \$100,000 transfer of excess operating revenues to the Capital Equipment and Major Repair, Maintenance, and Replacement Fund.

She also noted that the favorable operating result is consistent with the projections that management shared during the June annual meeting for fiscal year-end.

Gary Boehm made the motion to accept, which was seconded by Monika Ortiz. The motion passed unanimously.

FY 2023 – Year-to-Date

Treasurer Wast stated management was unable to provide a report for activities through August because certain expenses are outstanding, given the relatively early date of this board meeting. As of July 31, the first month of the fiscal year, the Foundation had actual revenues of \$246,563 with actual expenses of \$288,910 for an unfavorable operating margin of \$42,348. She mentioned the unfavorable operating margin is typical for this point in the fiscal year.

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

Audit Committee Report

Marlon Kiser noted that the audit committee met with auditors from Rehmann to review the audit process for FY 2022. He mentioned the final audit report would be presented to the board for action at its next meeting on Thursday, November 10.

Board Committees and Committee Leadership

Chairperson Carol Contrada referred members to the list of committee members and chairpersons. She expressed appreciation for everyone's willingness to serve on a committee.

After not receiving any nominations from the floor, the directors agreed to vote on committee appointments as one slate.

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

Chairperson's Report

Chairperson Contrada noted that the executive committee met and would like each committee chair to develop a list of objectives for their committee that will then be shared at the November meeting. Carol encouraged board members to participate in station events when available. She noted that staff is working on developing in-service training to efficiently and effectively deliver training to the board to help us understand the challenges with the digital age.

Diversity Report

Michelle Turner discussed the diversity report. She briefly outlined the Federal Communication Commission's (FCC) EEO employment requirements for broadcasters. Additionally, she pointed out the Corporation for Public Broadcasting's expectations for diversity.

Ms. Turner compared the staff, board, and council of advisors' racial minority percentages with Lucas County's, as stated in the 2020 census.

Tasha Hussain Black asked if we participated in outreach activities to attract potential diverse applicants. Michelle stated that WGTE participates in several initiatives: our internship program, speaking with students during career days, and posting on certain job boards geared toward minority applicants.

Shawanna LaVoy made the motion to accept the Diversity Report, which was seconded by Lisa Kahle-Piasecki. The motion passed unanimously.

President/CEO Report

Mr. Kiser thanked Tasha and Matt for participating in board orientation. He then asked Matt Reny to update the board on our website project.

Matt mentioned that our updated website would launch in October. Tasha asked if we had an outside panel test it out. Matt said that we have only had staff members from different departments look at it. Tasha said it might be good to have a couple of members that have a long-standing relationship with the station look it over and provide feedback.

Mr. Kiser informed the board that we are getting proposals from Neilson and ComScore to gain insight into our audience. He stated that the staff is also developing a membership survey to discover our member demographics and their programming preferences. He also directed the board's attention to an article that was in Current. It spoke about the difficulties of transitioning to a multi-distribution model from broadcast. The article outlined the three difficulties as distribution and discovery, developing strong content with various content creators, and revenue.

New Business

Chairperson Carol Contrada referred to the board goals handout. Regarding the first 2022 board goal, she stated that the board's assistance in notifying others of new job vacancies should be ongoing. She reminded the directors to let staff know when they pass along position openings to others. She said the second goal was for the board to review the impact of all aspects of the digital age on the WGTE mission to develop metrics and an action plan to support a sustainable, meaningful future.

Carol stated the importance of programs and content. She then asked the board to discuss what type of programming we need to engage our community. Matt Heyrman said he was interested in content that would be locally focused with national interest. He referenced an example of this was a podcast called Derailed, which

Wisconsin Public Television created. Matt thought two topics of local interest were water and unions. Carol was excited about the idea.

Carol noted that Marlon had referenced the idea of local and state news. Marlon mentioned that we would be better situated for cultural reporting, whereas news requires a bigger investment. He noted that the public radio stations in Ohio had launched the Ohio Network, which is starting with regional reporting and then will incorporate statehouse reporting.

Marlon then spoke on the capacity we have for one more broadcast channel. He stated he would like to have a 24-7 healthcare channel. He said he would like to partner with the leading healthcare system in Toledo. He said another channel opportunity would be for public affairs and government.

Matt Heyrman asked if Marlon saw the benefit of seeing the station as the C-Span of local government. Marlon said yes, he could see value in this, and he noted that we had recorded city council meetings and school board meetings in the past.

Carol thought both ideas were interesting for a new channel. She asked if we have talked to any area healthcare systems about partnering with us. Marlon said he has been in talks for the last several years, but they have not shown an interest. Leighton Woolf asked if any other stations had a channel devoted to health. Marlon stated that a station in southern Florida partnered with a healthcare system as a standalone station. Tasha noted that now is the perfect time to revisit a partnership with a healthcare system, given the interest in public health issues.

Carol Contrada said that a health and wellness channel lends itself to various topics. She thought it could expand into nutrition, fitness, and lifestyle. Carol then asked how we take the next step and pursue this. Marlon stated he would like to get some directors willing to support and discuss it. Carol said since Matt Heyrman brought it up, he was now in charge. Matt said he would be happy to discuss it with a small group of directors.

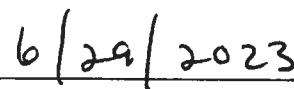
Adjournment

There being no further business, the meeting was adjourned.

Respectfully submitted,



Jennifer Hildebrand, Secretary



Date