



WMHT Public Media
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**WMHT Educational Telecommunications
WMHT Board of Trustees Meeting Minutes
January 21, 2021**

A Meeting of the WMHT Board of Trustees was held on January 21, 2021 via a zoom visual and audio conference call. Kathleen Jimino, Chair of the Board of Trustees, presided.

Present

Kathy Jimino	Martin Mbugua
Robert Altman	Lee A. McElroy Jr
Bridget Ball Shaw	Steady Moono
Karen Carpenter-Palumbo	Susan Novotny
Gloria DeSole	Karen Opalka
Mona Golub	Viki Sand
Susan Kress	Shelby Schneider
John Kolb	Kelly Smith
Annemarie Lanese	Teresa Zielinski

Excused

Don Applyrs	Mary Ellen Piche
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Also Attending

WMHT Staff: Sandra Beer, Val Belden, Virginia Claus, George Hauenstein, Julie Raskin, Joseph Tovares, and Chris Wienk.

Call to Order

Ms. Jimino called the meeting to order at 4:03 PM.

***Consent Agenda
Items***

On a motion by Ms. Sand seconded by Ms. Carpenter the consent agenda of minutes and notes listed below was unanimously approved by the Board of Trustees.

Minutes and Notes

- November 18, 2020 Audit Committee Meeting
- November 19, 2020 Board Meeting
- December 3, 2020 Strategic Planning Meeting
- January 12, 2021 Investment Sub-Committee Meeting
- January 14, 2021 Finance Committee Meeting
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***Finance Committee
and Investment Sub-
Committee Report***

Ms. Ball Shaw asked Mr. Altman to review the numbers as of the end of December. Net Income before Depreciation is \$503,065 better than budget; due to strong individual giving and production income and lower expenses than anticipated. We were at 50 people a year and a half ago and now we are down to 40 staff, some due performance issues and some due to staff moving on to new jobs.

The governor has recently released his budget and it looks like the NYS allocation will be down by 5% rather than 20% that we had thought possible.

We received a re-forecast from our member bureau, which is better than what we had thought it would be earlier in the fiscal year. Julie is as optimistic as she can ever be that the second half of this year will continue to be strong. Part of this is due to an increase in membership after many years of decreasing numbers. The last six weeks of the calendar year were strong in regard to income.

***Governance
Committee***

On a motion by Mr. Kolb, the new chair of the Governance Committee, seconded by Dr. McElroy, the following trustees were unanimously approved by the Board of Trustees to serve on the Executive Committee

- Shelby Schneider
- Mona Golub

Mr. Kolb brought forward the Governance Committee recommendation members to serve on the Audit Committee.

On a motion by Mr. Kolb, seconded by Ms. Golub, the following trustees were unanimously approved by the Board of Trustees to serve on the Audit Committee.

- John Kolb
- Martin Mbugua
- Susan Novotny
- Viki Sand
- Teresa Zielinski

Mr. Kolb noted that there are five trustees stepping down, so the Governance Committee will be looking to fill 6-8 positions thus the committee welcomes suggestions. The committee also plans to review the by-laws this year.

***Corporate
Resolution***

Ms. Raskin brought forward the following resolution. On a motion by Ms. Opalka, seconded by Dr. McElroy, the following corporate resolution was unanimously approved by the Board of Trustees.

CORPORATE RESOLUTION

Resolved that in accordance with Article V of the Bylaws, the Board of Trustees authorize the following individuals, to sign checks, drafts, and other orders for the payment of money out of the funds of the Corporation and to sell, assign, and endorse for transfer certificates representing stock, bonds, or other securities now registered or hereafter registered in the name of the Corporation:

Bridget Ball Shaw, Treasurer

Robert Altman, President and Chief Executive Officer
Julie A. Raskin, Vice President, Finance and Accounting

And that this resolution supersedes any similar authorizations granted by the Board of Trustees prior to this meeting.

Development Update

Mr. Hauenstein shared a presentation of the strategic changes in WMHT individual giving fundraising from 2018 through 2021. These include: increased on-going, monthly sustainer revenue, a year-round, targeted model of TV on-air fundraising, increased investment in major giving, and outsourced direct mail, telemarketing, digital fundraising, database, operations and analytics. He concluded by naming ways the Trustees can help the Development efforts.

Productions Update

Mr. Wienk talked about Joyce Stah's work getting RISE readers equipped and trained to from their homes. As a result, RISE is once again having the Times Union and Schenectady Gazette read each day and many important weekly programs. RISE continues to receive new applications for use of the service and new volunteer readers.

WMHT-FM has grown the number and closeness with community partners throughout the pandemic. We are the media partners for the re-imagined Albany Symphony and Close Encounters with Music concert seasons. The Student Musician of the Month is now in its fourth year. Today WEXT interviewed George Thorogood with an at home interview, and have interviewed many, many others. We have started airing a Café Lena show and are partnering with the Palace and Troy Savings Bank Music Hall. WEXT has created a new multi-media rich website. Last year the station created over 150 "at home" sessions with musicians.

Mr. Tovaes reported that the Public Affairs team have been working hard to keep everyone apprised of all that has been happening in the past weeks, including many staff who nimbly responding to sudden changes thus ensuring technology works behind the scenes without a hitch.

The Arts and Culture unit continues to produce new content, with *AHA* Producer Matt Rogowicz appearing more often on camera. We are working on a special with Albany Pro Musica to be taped in April and broadcast in the early summer. Our Education and Engagement efforts are focused on partnerships with local educational organizations including offering virtual education workshops. We are working to develop our response to the economically devastated cultural community.

Using an American Portrait grant we received, we produced local content centered on the prompt "What gets me out of bed in the morning..." We have shared the content in many different ways and on different platforms. A clip of several minutes of this content was shared.

President's Report

Mr. Altman noted that Mary Gribulis left WMHT after ten years with the station, a loss for the station as she took a new job. The next board meeting will delve into strategic planning. Juneteenth, newly designated New York State holiday, will be

added to the station's list of paid holidays this year. Mr. Altman noted the recent death of Robert Malesardi, the husband of former trustee, Doris. A former trustee, Dr. James Hoehn also passed away recently. Mr. Altman noted some of his important contributions during his tenure on the WMHT Board.

Chair's Report

Ms. Jimino thanked Trustees for their financial support of the station as well as last year's committee chairs for their good work. She is heartened by the good work of the station in helping people understand and be empathetic with their neighbors who are experiencing unusual challenges during this pandemic. The next board meeting will be March 19th.

On a motion by Ms. Sand seconded by Mr. Mbugua the board unanimously approved moving into executive session at 5:25 pm.

Adjournment

On a motion Ms. Golub seconded by Ms. Kress the board unanimously approved adjourning the meeting at 5:39 pm.