



WMHT Public Media
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**WMHT Educational Telecommunications
WMHT Board of Trustees Meeting Minutes
September 13, 2018**

A Meeting of the WMHT Board of Trustees was held on September 13, 2018 at WMHT, Troy, New York John Kolb of the Board of Trustees, presided.

Present

John Kolb	Susan Kress
Robert Altman	Susan Novotny
Prentiss Carnell	Mary-Ellen Piche
Karen Carpenter-Palumbo	Harry Rutledge
Doris Fischer Malesardi	Viki Sand
Mona Golub (phone)	Carl Shuster
Kathy Jimino	Maggie Vinciguerra

Excused

Gloria DeSole	Steady Moono
Karen Hitchcock	Karen Opalka
Annemarie Lanese	William Picotte
Lee A. McElroy Jr	Estela Rivero
	Joseph Richardson

Also Attending

WMHT Staff: Sandra Beer, Val Belden, Virginia Claus, Mary Gribulis, George Hauenstein, Chris Hays, Julie Raskin and Chris Wienk.

Call to Order

Mr. Kolb called the meeting to order at 4:05 PM.

***Consent Agenda
Items***

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

Minutes and Notes

- May 15, 2018 Audit Committee Meeting
- June 14, 2018 Board Meeting
- July 19, 2018 Investment Committee Meeting
- August 21, 2018 Audit Committee Meeting
- September 6, 2018 Finance Committee Meeting

***Finance Committee
and Investment Sub-
Committee Report***

Mr. Rutledge reported that the investment fund is 32 basis points better than benchmark gross of fees. Overall, everything in order.

FY19

Only two months into the new fiscal year, the Net Income before Depreciation is \$10, 173 better than budget \$49,915 better than last year.

FY18 Results

Mr. Altman noted the FY18 final numbers are still subject to the audit shared with Trustees for information purposes. Audited statements will be available at the November Annual Meeting. We are being reimbursed for more costs than we had expected in for spectrum auction repack which has helped with last year's numbers and will help in FY19 as well...

WEXT Translator Purchase

Mr. Altman referred to the information he had sent to the Board by mail earlier regarding purchasing a new translator for WEXT in Brunswick. FCC approval will likely take place in the next 6-10 weeks, thus WEXT will probably go live on that signal sometime in November. WEXT's reach will more than double the potential audience. The price is \$275,000 for the license and all its equipment and WMHT will need to make only a relatively modest additional investment in equipment. Total costs including brokerage fees, legal fees and additional equipment will be approximately \$325,000. This will be funded by working capital and may extend the amount and time of our line of credit this year.

On a motion by Mr. Rutledge seconded by Mr. Shuster the following resolution, passed previously by email, was unanimously reaffirmed by the Board of Trustees.

Resolved: That the Trustees approve the addition of \$325,000 to the approved Capital Budget for FY2019 for the purchase of Translator W291BY.

Content and Engagement

Mr. Altman introduced the beginning of #CitizenActive programming within the Civics and Public Affairs vertical. Mr. Hays played a bit of the video being produced. There will be weekly social media pieces and 1 minute interstitials designed to help people understand their rights and responsibilities as citizens. There will be events, civic engagement and ultimately will build up to a broadcast program and lessons for PBS LearningMedia.

President's Report

Mr. Altman briefly reviewed the metrics dashboard. He also shared a plan to shift on-air TV fundraising to a year round schedule of Thursday evenings and selected hours on Saturday and Sunday afternoons week in lieu of the two and three week pledge drive of the past.

Looking at the May Sweeps for TV "diary" markets, WMHT was at the top of Prime Time Cumes (19% of households in the area tuned in during the week) and second only to Tuscon in Whole Week Cumes (30% tuned in at least once in the week for 6 minutes or more).

Mr. Altman shared diversity metrics that we track each year and reported on the progress toward the diversity goals outlined in our strategic plan.

Mr. Altman also noted a large unrestricted gift from the Ellsworth Kelly Foundation directly as a result of efforts by Trustee Ms. Sand.

Chair's Report

Mr. Kolb echoed the thanks to Ms. Sand and then noted that Dr. Hitchcock will be honored at the Citizen Laureate Awards SUNY Albany on Nov 1.

Executive Session

On a motion by Mr. Carnell, seconded by Mr. Rutledge, the board unanimously approved moving into executive session at 5:20PM. No action was taken in the Executive session.

Adjournment

The meeting adjourned at 5:35 pm.