Minutes of WVIA’s Board of Directors Meeting  
December 4, 2020 at 1pm  
Meeting conducted via ZOOM conference

Attending via ZOOM:
- Nancy Kiesendahl Bloch
- Rick Cohen
- Jose A. De Los Rios
- L. Peter Frieder
- Jeanne Genzlinger
- Jon Kirkwood
- Dr. L. Jay Lemons
- M. Holly Morrison, D.Ed.
- Nicholas Niles
- Lia Richards-Palmiter
- John F. Pullo, Sr.
- Don Stanziano
- Jennifer Walsh, Esq.

Also attending via ZOOM:
- Melanie Andreoli, WVIA
- Joe Glynn, WVIA
- Carla McCabe, WVIA
- Chris Norton, WVIA
- Ben Payavis, WVIA
- Lynne Pouria, WVIA
- Neil Prisco, WVIA
- Ron Prislupski, WVIA
- Mark Ruddy, WVIA
- Kirsten Smith, WVIA
- Sarah Marie Thomas, WVIA
- Keith York, TRAC Media Services
- Chris Zellers, WVIA

Absent:
- Ida L. Castro
- Robert T. Kelly Jr.
- Jennifer D. Wilson

A quorum is present.

Chairman L. Peter Frieder called meeting to order at 1:08pm.
A motion was made by Ms. M. Holly Morrison to approve the Secretary’s report as presented. Dr. L. Jay Lemons seconded. With all in favor, none opposed, the motion passes.

Ms. Lynne Pouria reviewed the Treasurer’s report including highlights from the Statement of Financial Activity and an update on PPE funding.

A motion was made by Dr. Lemons to approve the Treasurer’s report as presented. Ms. Morrison seconded. With all in favor, none opposed, the motion passes.

Ms. Carla McCabe then introduced Mr. Keith York of TRAC Media who presented a review of WVIA’s television audience demographics from September 2019-September 2020. Ms. McCabe noted we will conduct a similar review of radio audience demographics at a future board meeting.

Ms. McCabe then introduced WVIA’s new HR Director Ms. Melanie Andreoli and provided several content highlights including Keystone Edition, All Creatures Great and Small screening, The Nutcracker Ballet, A Christmas Carol, and airing A Charlie Brown Christmas. She then introduced Ms. Kirsten Smith to provide an update on WVIA’s datacasting project to create a more personalized educational experience for parents and students who do not have access to the internet.

Ms. McCabe also provided a review of national recognition and fundraising highlights and an update regarding WVIA’s Chiarosuro brand including a new website, podcasts, and April’s Jazz Appreciation Month. The board then recognized staff celebrating anniversaries.

Mr. Jose de los Rios provided a Diversity Task Force update and overview of the Diversity Report which has been revised and will be posted to WVIA’s website. Mr. Chris Norton provided an update on requirements from CPB that the task force is taking into consideration.

Ms. McCabe provided an update on the Audit Committee.

Chairman Frieder recognized the loss of John Anthony Farkas, Jr. WVIA’s Major and Planned Giving Officer with a moment of silence. He was a wonderful asset to WVIA, a brilliant young man and he will be missed.

Chairman Frieder provided a report of activities for the Executive Committee.

Dr. Lemons noted that the Development Committee was postponed for this month and will be rescheduled.

Mr. Rick Cohen provided a report for the Finance and Investment Committee. Highlights included an endowment overview, forgiveness of PPE loans, 403b options, and consolidation of investment accounts. The committee made a recommendation to move assets from current Merrill Lynch account to Goldman Sachs. No motion is needed.

Mr. Nicholas Niles provided a report for the Governance and Nominating Committee. Highlights included bylaw revisions, Articles of Incorporation, updated policies, and committee charters. Mr. Niles noted a goal for next year will include the creation of a program that will allow us to evaluate our own board members and committees. Ms. McCabe will be emailing Board Members an information survey that will help the committee analyze current demographics and develop a more vibrant nominating and recruiting strategy moving forward. Mr. Niles ended by asking Directors to begin thinking of potential new board members for the upcoming year.
Ms. McCabe noted she hopes to have an Executive Assistant in place within the next few weeks as well as a schedule for future meetings throughout the remainder of the year.

A motion was made by Mr. Niles to enter Executive Session. Dr. Lemons seconded. With all in favor, none opposed, the motion passes.

The board entered Executive Session at 2:38pm and exited Executive Session at 2:55pm.

With no further business, Mr. Frieder adjourned the meeting at 2:55pm.

Respectfully submitted by Sarah Marie Thomas, Interim Recorder for the Board of Directors