



WMHT Public Media

4 Global View, Troy, NY 12180-8375

(518) 880-3400 | wmht.org

**WMHT Educational Telecommunications
WMHT Board of Trustees Meeting Minutes
June 20, 2024**

A Meeting of the WMHT Board of Trustees was held on June 20, 2024 via a hybrid in person and zoom visual and audio conference call. Del Salmon, Chair of the Board of Trustees, presided.

Present

Del Salmon	Martin Mbugua
Anthony Hayes	Karen Opalka
Ian Berry	Mary Ellen Piche
Angela Dixon	Tobi Saulnier
Doris Fischer Malesardi	Toyin Tofade
Glinnesa Gailliard	Gwen Wright
Susan Kress	Benita Zahn

Excused

Don Applrys	Kmarie King
Bridget Ball Shaw	Livingstone Mukasa
Karen Carpenter	Khadijah Peek
Tammis Groft	Teresa Zielinski

Also Attending

WMHT Staff: Sandra Beer, Val Belden, Patrick Carpenter, Virginia Claus, Julie Raskin and Chris Wienk.

Guest: Nancy Meyers Preston, Strategic Planning Consultant

Call to Order

Mr. Salmon called the meeting to order at 4:03 PM

***Consent Agenda
Items***

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

Minutes and Notes

- May 9, 2024 Board Meeting
- May 8, 2024 Strategic Planning Committee Meeting
- May 15, 2024 Executive Committee Meeting
- May 17, 2024 Strategic Planning Committee Meeting
- May 22, 2024 Strategic Planning Meeting Committee Meeting
- May 22, 2024 Special Board Meeting
- May 30, 2024 Governance Committee Meeting
- May 31, 2024 Board Retreat
- June 12, 2024 Strategic Planning Meeting

- June 13, 2024 Finance Committee Meeting

President's Report

During the fiscal year, we were able to successfully complete phase 1 of the WMHT listening tour. We engaged with more than 800 individuals. Additionally, we produced the documentary, *Echoes of Praise*, and held two well-attended screenings. I was able to hire Mr. Carpenter as the new VP of Institutional Advancement and promoted Shantel Destra to the position of *NYNow* Host. Also, for the first time in WMHT's rich history, we were voted a top workplace in the Capital Region. Nancy Meyers Preston was contracted to guide us through the strategic planning process. Financials are on pace to exceed budget.

The organization is solid... financially stable. In recent months, we have been addressing our capital needs. Mr. Hayes noted that the proposed FY25 budget includes \$1 million capital investments in the coming two fiscal years. In FY 25, we will add an HR director and grants manager to the staff. Mr. Hayes credited WMHT's strong financial position to the team. While he is proud and pleased, he recognizes there is an opportunity for continuous growth.

Strategic Planning Committee Report

Ms. Piche introduced the strategic planning consultant, Nancy Preston. The strategic planning process started with updating the vision, mission and values statements. Ms. Piche presented the proposed new statements:

VISION STATEMENT WMHT is the essential public media source for education, entertainment, and inspiration, engaging diverse communities of lifelong learners.

MISSION STATEMENT WMHT enriches communities and elevates diverse perspectives by providing content, connection, and conversation that advance education, culture, and civic engagement.

VALUES STATEMENT

The following values inform our work:

1. Diversity
2. Excellence
3. Innovation
4. Integrity
5. Respect

On a motion by Ms. Opalka, seconded by Mr. Mbugua, the new Vision, Mission and Values Statements were unanimously approved by the Board of Trustees.

Ms. Piche shared the outline of the proposed five goal statements for the strategic plan. The committee will work on further refining the goals and objectives and will bring a proposed plan to the September board meeting for approval.

Appreciation was expressed for the well-planned and well-led board retreat.

On a motion by Ms. Wright, seconded by Ms. Dixon, the strategic plan in concept was unanimously approved.

***Governance
Committee***

Dr. Saulnier reported that the Governance Committee reviewed the Board Checkup survey which was folded into the people and culture section of the strategic plan. Two upcoming surveys, one anonymous and one not, were announced to gather feedback for board improvement and demographic representation.

***Finance Committee
Report***

Ms. Raskin noted that we budgeted conservatively. At the end of May, Net Income before Depreciation is \$852,947. We expect this generally strong financial position at the end of this fiscal year.

In past years, the station prioritized making sure the station was fiscally sound ahead of equipment updates. Currently, we are making the necessary technology investments. There is a plan to have a strong computer refresh schedule.

On a motion by the Finance Committee, the Board of Trustees unanimously accepted the April and May Financial Statements.

FY2025 Budget

Ms. Raskin introduced the proposed budget for FY25 which includes continuing the capital investment refresh. There are the must haves and then the waiting in the wings technology that we will move forward with, if necessary in FY25.

Ms. Raskin noted that this budget has many important aspects including a 4% salary pool increase for the staff and includes open positions which we plan to fill. This comes to an overall increase of 9% in expenses. We are keeping salary and benefits just below 50% of the budget. This budget gives us everything we need for the moment. This budget includes capital expenditures of \$587,000

As an overview, the organization's budget for FY25 shows 30% of the overall income came from government sources, 52% from membership and the remaining from other sources. Overall expenses are just \$9.3 million.

On a motion by the Finance Committee, the Board of Trustees unanimously approved the Fiscal 2025 Operating and Capital budgets as presented.

***Leadership Team
Reports***

Mr. Wienk reported that we had a successful 3-day WMHT-FM fundraiser WMHT-FM; we will be hosting a Glimmerglass event in July; tomorrow we will be part of Make Music Day Troy, and Music Haven will host WEXT's August 16th birthday Blues BBQ. We have relaunched our apps so that they are "Car Play" enabled in cars.

Mr. Pedigo and members of his team are attending a regional professional development event at the Buffalo PBS station. On Monday, WMHT had a Front

Parlor event in Troy, with more than 100 people in attendance. On July 19th WMHT will partner with Tech Valley High School Camp re: climate event.

Mr. Carpenter noted that we closed out May at 102% of goal. We are hosting a major donor Glimmerglass event and are also working on an event in Hillsdale in September. The plan to set up a Tanglewood reception in August. August 22nd is WMHT Family Fun Night at the Valley Cats baseball game,

Mr. Carpenter noted that the Gift Acceptance Policy needs to be updated. Ms. Malesardi and the AI Committee will be working on that. He thanked trustees for sending out thank you notes to donors and reminded trustees that Board giving is essential. A major donor asked about the board's commitment to the organization – it is fundamentally essential that board giving be at 100%. He thanked every trustee who has given thus far this fiscal year.

Mr. Hayes congratulated Mr. Carpenter and his team, noting the WMHT is bucking the trend. He shared that many large stations around the public broadcasting system are making significant staff cutbacks as has NPR and PBS. We are moving forward in a cautiously optimistic manner.

***Executive
Committee***

At 5:03 Mr. Mbugua made a motion to enter executive session, seconded by Ms. Wright. The motion passed unanimously.

Meeting Adjourned

At 5:40 pm, on a motion by Ms. Nelson, duly seconded by Ms. Novotny made a motion to leave executive session and adjourn the meeting. The motion passed unanimously.