



WMHT Public Media
4 Global View, Troy, NY 12180-8375
(518) 880-3400 | wmht.org

**WMHT Educational Telecommunications
WMHT Board of Trustees Meeting Minutes
March 21, 2024**

A Meeting of the WMHT Board of Trustees was held on March 21, 2024. Shelby Schneider, Chair of the Board of Trustees, presided.

Present

Shelby Schneider	
Anthony Hayes	Barb Nelson
Don Applyrs	Susan Novotny
Bridget Ball Shaw	Karen Opalka
Ian Berry	Mary Ellen Piche
Karen Carpenter	Del Salmon
Angela Dixon	
Doris Fischer Malesardi	Gwen Wright
Tammis Groft	Benita Zahn
Kmarie King	Teresa Zielinski
Susan Kress	

Excused

Martin Mbugua	Tobi Saulnier
Khadijah Peek	Mary Simoni

Also Attending

WMHT Staff: Sandra Beer, Val Belden, Virginia Claus, Mara Drogan, Will Pedigo, Julie Raskin.

Guests: Matt Romano - Energage, Kevin Testo - Bonadio Group

Annual Meeting Call to Order

Ms. Schneider called the meeting to order at 4:02 PM She welcomed Dr. Kmarie King to her first board meeting.

Consent Agenda Items

On a motion by Ms. Piche with a second by Ms. Wright the consent agenda of minutes and notes listed below was unanimously approved by the Board of Trustees.

Minutes and Notes

- January 18, 2024 Board Meeting
- February 5, 2024 Community Advisory Board Meeting
- February 7, 2024 Strategic Planning Committee Meeting
- February 15, 2024 Governance Committee Meeting

- February 20, 2024 Investment Committee Meeting
- February 29, 2024 Institutional Advancement Committee Meeting
- March 4, 2024 Executive Committee Meeting
- March 14, 2024 Finance Committee Meeting

Energage

Mr. Hayes gave a brief introduction. WMHT is being recognized by the Times Union as one of the Top Workplaces in the Capital Region; this will be published on Sunday April 14th. To receive this recognition, WMHT staff had to complete an anonymous survey; there was 80% participation. In partnership with the Times Union, Energage administered the survey and managed the process. Matt Romano from Energage provided a high-level overview of the process and survey results. He conveyed congratulations on getting this honor, especially on the first time applying. The workplace experience score was 81%, 4 points above the benchmark for nonprofits: education. The six areas reviewed are 1) closely aligned – 86%, 2) empowered to execute – 76%, 3) enabled to grow – 83%, 4) engaged – 77%, 5) fairly valued %, and 6) respected and supported – 88%. Managers scored high – 82%, and Team Members rated at 81%.

President's Report

Mr. Hayes shared that he covered a good bit in his recent board update. We will have a WMHT Family Fun Day @ Joseph L. Bruno Stadium with the Tri-City ValleyCats on August 22, 2024.

WMHT was the Production Sponsor of the Capital Region Chamber Annual Dinner 2024. Mark Eagan and his team were so impressed with the work we did for him, he has already asked if we could partner again next year. It was a great event and wonderful exposure for WMHT in front of 1,100 of our closest friends.

Steve Janack is confirming a date to do a one-year follow-up interview with Times Union. Reporter, Larry Rulison with Anthony Hayes.

On May 6th, WMHT will Host the 50 Group and The Forum for Executive Women in the WMHT Studios. The Albany Business Review is considering WMHT as a site for its 50th Anniversary celebration in June. Both events would provide WMHT with tremendous exposure.

Institutional Advancement Committee

Ms. Fischer Malesardi noted that every time trustees interface with anyone in the community there is an opportunity to say something positive about WMHT. The committee asks board members to write thank you notes to select donors. Board members should let Ms. Fischer Malesardi know if they are willing to take part in this process. A long-time supporting couple has offered to host an event at their home in Hillsdale this summer. She reiterated the importance of these efforts and the Family Fun Day for being out in the community. The letter T – Time, Talent, and Treasure. Each board member has a different percentage of each of these to offer the station; the goal this fiscal year is to have 100% of the Trustees give to the

annual fund. Mr. Carpenter reiterated how important it is to speak well of WMHT everywhere you go.

Ian Berry reported that there will be 8-10 listening tour stops between April and May. The list and dates will be announced soon.

***Governance
Committee***

Ms. Groft reported that the Governance Committee will be meeting in April to review three different surveys which will then be sent out to the board. The first one is an on-line "The Board Check-up," survey; a repeat of the survey done in 2022. This will provide good input into the strategic plan.

Another survey is a general board survey of demographics, experience and board experience, skills and interests and interest and abilities regarding the triple-A board, Ambassador, Advocate and /or Asker.

The third survey is anonymous re: age, gender, race, political viewpoints, religion, etc. A goal of the committee is to have representation from the entire geographic area.

Ms. Groft reported that the committee is considering several Trustee candidates.

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

Ms. Carpenter noted the fantastic state of the station. With a conservative budget the station is running at a better than budget level including grants, resilient membership at 102% of goal and strong sustainers and corporate support.

The Board Designated Fund is over \$14 million, a tremendous amount. The investment sub-committee met with Graypoint in February where they shared the status of the fund and some changes in the bond investing strategy.

On a motion by Ms. Fischer Malesardi, seconded by Mr. Applys the Board of Trustees unanimously accepted the February Financial Statements.

***Strategic Planning
Committee***

Ms. Piche reported that the committee has received 3 responses to the RFP for a consultant to facilitate the strategic planning process. In April they will begin work with the consultant to do data analysis and shape the Trustee Retreat.

***Leadership Team
Reports***

Institutional Advancement: Mr. Carpenter announced that we ended our FM drive yesterday over-goal at \$41,000. Tomorrow we will start the WEXT drive with a goal of \$12,000. We are working on events; there will be a private donor reception prior to a public screening, we are planning a donor reception in Columbia County and events which we intend to do annually starting early next fiscal year: a Legacy Donor luncheon and a President's Evening of Appreciation. The vendor that is handling our vehicle donations is also handling real estate donations and we plan to offer that.

Content and Community Engagement: Mr. Pedigo noted that the station is winding down the NYSED projects with a one-hour broadcast *Opioids in NY* program in early April. The program includes conversations with New York State Office of Addiction Services and Supports (OASAS) Commissioner Dr. Chinazo Cunningham, law enforcement personnel, certified recovery peer advocates, and individuals currently in recovery.

The station has finalized a Cooperative Agreement with New York Power Authority around the 200th anniversary of the Erie Canal will air as a 10-part series in Spring of 2025 with a one-hour documentary in September of 2025. Catherine Rafferty has been selected as one of 15 producers in a PBS Accelerate Cohort and will tie this project to the Erie documentary project.

American Experience has a new documentary: *Poisoned Ground: The Tragedy at Love Canal* airing in April. WMHT licensed more than 5 minutes of old content for the program, bringing in a bit of income and will host a special screening, preceded by a VIP reception with the Director Jamila Ephron on Sunday, April 21.

Shantel Destra is being promoted to Managing Editor and Host of New York NOW which will be publicly announced in April.

Presentation of the 990's

Mr. Testo noted that he reviewed the 990 in detail with the Finance Committee last week. The 990 is an informational return, filed annually with the IRS and then becomes public information. A key compliance question requires the affirmation that all Board members had access to the 990 prior to its filing. The 990 tells a great deal about the station, including financial data, what the station does, board members, compensation of key staff, and the station's mission. WMHT also files a 990-T for earned revenue for unrelated business income, the production income, but the expenses are such that no taxes are due. There is an equivalent form for New York State, the Char500 that also must be filed by May 15.

The chair confirmed that all board members received the 990 in advance of the meeting. On a motion by Ms. Groft seconded by Ms. Kress the 990 was unanimously accepted by the Board of Trustees.

Community Advisory Board and Learning Services Advisory Committee

Ms. Drogan noted that the Community Advisory Board (CAB) met in February comprised of 7 continuing members and 12 new members. While there is a diversity of experience one theme that emerged repeatedly was the increasing need for affordable housing.

The Learning Services Advisory Committee (LSAC) reviews the Public Learning Media content prior to it being uploaded. At its January meeting the focus was a new collection being started on *From Slavery to Freedom in New York State*. **Learning Services Advisory Committee met on Wednesday, January 31, 2024**

Patricia Rivers, the Education Specialist is updating existing resources on the *Haudenosaunee Confederacy* and Ms. Drogan is working on the *Searching for Timbuctoo* collection.

Chair's Report

Ms. Schneider thanked committees their robust work on behalf of the station. WMHT is taking steps to be outward facing, building awareness, and supporting Mr. Hayes so he can be successful. We have great leadership with the Strategic Planning committee and then we will create a dashboard of the strategic plan to measure and report on our progress. Your time means a lot for us. The Board Retreat will be an all-day event on May 31st at Pat's Barn.

Adjournment

On a motion by Ms. Wright duly seconded by Mr. Groft, the Trustees unanimously approved closing the meeting at 5:24pm

Mission: WMHT uses media to enrich our communities with programs and services that advance education, culture, and civic engagement, empower individuals, celebrate our diversity, and reveal what we have in common.