



WMHT Public Media
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**WMHT Educational Telecommunications
WMHT Board of Trustees Meeting Minutes
March 17, 2022**

A Meeting of the WMHT Board of Trustees was held on March 17, 2022 via a zoom visual and audio conference call. Kathleen Jimino, Chair of the Board of Trustees, presided.

Present

Kathy Jimino	Steady Moono
Robert Altman	Barb Nelson
Don Applyrs	Mary Ellen Piche
Ian Berry	Del Salmon
Karen Carpenter-Palumbo	Viki Sand
Doris Fischer Malesardi	Tobi Saulnier
Mona Golub	Shelby Schneider
Susan Kress	Mary Simoni
Lee A. McElroy Jr	Danika Vittorio

Excused

Bridgit Ball Shaw	Khadijah Peek
Angela Dixon	Kelly Smith
Martin Mbugua	Teresa Zielinski

Also Attending

WMHT Staff: Sandra Beer, Val Belden, Virginia Claus, George Hauenstein, Will Pedigo, Julie Raskin, and Allison Valiquette..

Guest: Kevin Testo, Partner, Bonadio Group

Call to Order

Wishing everyone a happy St. Patrick's Day, Ms. Jimino called the meeting to order at 4:02 PM.

***Consent Agenda
Items***

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

Minutes and Notes

- January 20, 2022 Board Meeting
- January 20, 2022 Investment Committee Meeting
- February 3, 2022 Development Committee Meeting
- February 7, 2022 Community Advisory Board Meeting
- February 18, 2022 Governance Committee Meeting
- March 15, 2022 Finance Committee Meeting

990 Presentation

Mr. Testo noted that he reviewed the 990 in detail with the Finance Committee in advance of this meeting. The 990 is an informational return that tells a great deal about the station, including financial data, compensation of key staff, and the station's mission. It is the board's fiduciary responsibility to review this as it is public information. WMHT also files a 990-T for earned revenue for unrelated business, but the expenses are such that no taxes are due.

Finance Committee Report

Mr. Altman squickedly reviewed the numbers as of the end of February. Net Income before Depreciation is \$384,620 better than budget and \$247,730 better than prior year. Operational Income is about slightly lower than budget while still \$470,048 better than prior year actuals. Robert noted in a cautionary way that membership, the largest income source is about \$175,000 below budget -94% of goal, but is still more than \$100,000 better than last year.

We and our colleagues around the country are seeing a softness in income so we may have a somewhat less robust spring. Production income has been quite strong, more than \$100,000 above goal, while corporate underwriting continues to be soft. Expenses are still down in part as there is some difficulty in filling empty positions. Mr. Altman is confident that we will end the year in a strong financial position but at a modest rather than robust level. The cash position is very strong. The balance sheet looks good.

This past week we learned of an increase of federal funds to the Corporation for Public Broadcasting. The New York State assembly and senate budget versions match the governor's budget for public broadcasting Mr. Altman is cautiously optimistic that the increase in funding will be in the final budget.

Governance Committee Report

Ms. Piche recommended a slate of trustees to serve on the Audit Committee. On a motion by Ms. Piche seconded by Ms. Saulnier the following trustees were approved by the Board of Trustees to serve on the Audit Committee.

- Angela Dixon
- Martin Mbugua
- Barbara Nelson
- Danika Vittorio
- Teresa Zielinski

Digital Content Update

Will Pedigo introduced Alison Valiquette, Director of Digital Content, who shared a review of the digital aspect of the *Bridging the Divide* project, published from July 2021 through February 2022.

Bridging the Divide had a multi-platform digital strategy to support the broadcast, to bring more community voices to the conversation and to offer related historical, contextual and contemporary topics. Original work was published on Facebook, Twitter, Instagram, YouTube and the WMHT website. The intent was to push out content, expand community engagement and increase the reach of the project through public relations, community partnerships, and cross-promotion across all our platforms.

Traditionally the WMHT website has centered broadcast services, especially schedules. A goal is to have people come back after a first digital interaction and to acclimate audiences to utilize WMHT's website and platforms in a more dynamic way.

President's Report

Mr. Altman reported about diversity as this was mentioned at the last meeting, especially in regard to race and ethnicity as split between minority and non-minority. Our MSA-5 county Metropolitan Statistical Region is 24% minority while for our Designated Market Area (our broadcast area 12 counties plus 2 out of state) is 14% minority. The board has about 30% minority, the Community Advisory Board is at 33% minority and the staff is only at 15% minority. These statistics are regularly updated each September for CPB are available in our public documents on the website. Mr. Altman also reported that the work on the staff diversity continues.

Mr. Altman noted that he and Ms. Jimino attended the annual APTS lobbying meeting virtually. There was a good bit of talk about the new broadcast standard ATSC 3.0, marketed as "NextGen TV" which combines broadcast and the addressability of the internet. Mr. Altman discussed some of the potential of the new standard, but noted that much of that remains in the somewhat distant future. When we begin our broadcasts next month, it will be little changed from our current service

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Chair's Report

Ms. Jimino offered to share some of the presentations from the APTS lobbying conference, which were taped. Lastly she noted that to date 75% of Trustees have given and financially we have reached 92% of goal. She asked Trustees to consider adding to each of these goals.

Ms. Sand highlighted a new garden show airing on WMHT starting the morning of May 1st that was produced by 2 people from Columbia County.

Executive Session

On a motion by Ms. Piche, seconded by Ms. Fischer Malesardi the meeting approved concluding the Executive Session at 5:32 pm to discuss confidential personnel matters. No action was taken

Adjournment

On a motion Ms. Piche seconded by Mr. Berry the board unanimously approved adjourning the meeting at 5:32 pm.