



**2013 WPFW COMMUNITY ADVISORY BOARD
May 20, 2013 Meeting Minutes**

Attendees: Cynthia Hartley (Chair), Chad Alexander (Vice-chair), Andre Bellamy-Cesar (Secretary), Alvernon Garey, Perry Redd, Barbara Patterson, Anthony Sadler, Antonn Muhammad, Marcel Reid, Thomas Raney, Keith Braswell, Jean Yves Point-du-Jour (Guest)

WPFW Staff: Vincent "Vinnie" Jack (Volunteer Coordinator), John Hughes (General Manager)

Listener Community: Eric Ramey, Ron Benjamin, Gloria Turner, James Walker, Neal Stovall, Louis Wolf, Joe Brown, Wayne Woodruff and Najeeullah Rasheed.

On the record at approximately 7:10 pm.

ROLL CALL

David Vega was absent without excuse. All other members were present. A quorum was reached.

ADOPTION OF AGENDA

Pursuant to review, a motion to approve the agenda was made by Mr. Braswell and seconded by Mr. Garey. The agenda was approved by unanimous vote.

ADOPTION OF MEETING MINUTES

Pursuant to review, a motion to approve the March meeting minutes was made by Mr. Garey and seconded by Mr. Redd. The minutes were approved by unanimous vote.

DISCUSSION OF OLD BUSINESS

Mr. Vega raised the topic of a succession plan as an agenda item at a previous meeting. As Mr. Vega was not present to elaborate on the topic, Mr. Redd and Mr. Garey shared their insight regarding issues related to not having a succession plan in place. Mr. Garey indicated

that a key issue during the last board term was the inability of the board to regularly achieve a quorum so that business could be conducted. Mr. Redd added that there was also an issue regarding whether election of officers for new teams should be held at the end of the old term or the beginning of the new term. Without quorum, particularly due to the holidays coinciding with the end of the term, a final decision could never be made. The discussion was tabled so that Mr. Vega could have the opportunity to address his specific concerns.

Ms. Reid expressed her concern that quorums can be burdensome in light of following *Robert's Rules of Order*. She added that rather than discussing a plan for succession, which is challenging when new officers are elected without the institutional knowledge of previous board activities. Rather than a succession plan, Ms. Reid suggested that standard operating procedures be developed so that an elaborate succession plan is not required.

Ms. Hartley agreed that SOPs are necessary, but should not replace bylaws. They bylaws codify how the board conducts business. It would be useful to revisit bylaws to develop a succession plan that mitigates a complete turnover as a board. Additional discussions on a succession plan will follow once committees have been fully established.

GENERAL MANAGER (GM) COMMENTS

Mr. Hughes discussed the formal agreement to take residency within the facilities of Ventana Production, situated at 1819 L Street NW, which was formalized by *Pacifica National Office* in early May. The space is approximately 4000 sf. Rent is \$12,000 per month on a month-to-month basis. The location is to be temporary as it is not an ideal for broadcast but it is the best deal given the situation.

The specific details of the new residency are provided in the two handouts provided by Mr. Hughes.

The new facility, which was still being built-out by engineers at that very moment, will allow for replication of 24-hour, 7 day broadcast in continuous operation. Moving forward the tenants of the relationship with the new space for the PFW could be rearranged in terms of length of stay, etc. These specifics are yet to be determined.

Armando Almanza, president of *Ventana*, helped to fast-track the process of getting the PFW staff and infrastructure set up into the space. He is also willing to help develop the amount of available space inside the facility with the possibility of expanding space depending upon the length of our engagement. However, the current layout does not lend itself to fund-drives.

Ms. Hartley asks the GM of the minimum amount of time the station will be housed in the new location.

Mr. Hughes mentioned a strategic planning and the LSB's newly constituted relocation committee that is charged with the pursuit of finding the station's next place of residency. There is hope that a member from the community advisory board that will lend perspective

from the community as to what would be consideration as to what would go into the design and requirements for the station's next location. He asked that we listen to the community regarding what they would like to have in the future Architects involved in the relocation committee has asked for feedback from the station and community into the design of our next location of WPFW. He added that a town hall meeting could be held to discuss and receive community input as to what the station's next move should be.

There are several concepts already in place as to what those next moves shall be:

1. To turn a standing bricks and mortar center somewhere in the city into a broadcast facility for WPFW;
2. Building a station from the ground up;
3. Financing by means of a capital campaign fund.

Mr. Redd asks Mr. Hughes why the capital campaign fund has not been executed. Mr. Hughes responds it requires a strategic plan. Until we deal with a strategic plan and finance we cannot begin a capital campaign

Mr. Redd refers back to the retreat at Busboys & Poets where a strategic plan was created but there has not been any follow thru. Mr. Hughes agreed that the plan has fallen through due to numerous reasons. Programmers, LSB and CAB, have initiated assignments but there is more work to be done.

Mr. Braswell asked if programmers and staff would be trained on station equipment. Mr. Hughes said Ventana engineers will be available from day one. Additionally, engineers have been sent by Pacifica to build the new setup. The engineers would be able to handle any and all problems that may arise from the setup of a new facility that it will not fall onto PFW staff. There will be a group of trainers that will train member staff on the utilization and application of the facilities and broadcast equipment.

An open house is being planned for all the stakeholders to tour the facility.

For the first couple of months an alternative site must be found to hold the committee meetings. Giving the number of LSB delegates there is no way to hold a meeting for that committee, but after a couple of months, it may be possible to hold CAB meetings at the station.

COMMUNITY/ LISTENERS COMMENTS

LSB member, Eric Ramey, alleged that programmers were launching attacks on the air, the MAS committee is outsourcing its responsibilities to the general public, and the LSB chair is encouraging personal attacks, to the point of death threats to other LSB members.

Ron Benjamin commented that the station is having too many fund drives. There use to be 6 - 7 weeks of drives per year and there are now 12 weeks of drives per year. The effect of

too many drives is programmer and listener exhaustion. He would like this to be a topic of discussion for a future CAB agenda

Louis Wolf advocates that we return to the original programming bid and continue the alternative and jazz music that listeners have been accustomed to. He added that he has never heard of any death threats. He believes that John Hughes should resign immediately due to the secrecy behind station operations.

Joe Brown has listened to the station since its inception. He attended the national board meeting in January and was awakened to the fact that all but the NY and DC stations, which are financially viable, also own their own stations. It does not make sense that this has not been done. Moving to *ClearChannel* would have been the worst thing that could be done for the station. The station has to find its own location instead of paying thousands in rent every month.

Rasheed proffered two addresses to Yves for a potential new home for the station. He has contact numbers to foster communication between the parties in order to negotiate and buy/sell. One is the Shrimp Boat on East Capital and Benning road and the other is located at Minnesota avenue and Benning road. There is sufficient space there to house all the needs of the station.

James Walker speaks on behalf of the efforts of Yves and the ways of the other committee. He has waited three years to receive his pledge drive gifts and has only received some of the gifts promised.

DISCUSSION OF NEW BUSINESS

Ms. Hartley welcomes Mr. Yves Point du Jour to the CAB. A clarification that the LSB is governing compared to the CAB, which is advisory in nature, and the two must work together to achieve results with WPFW. Working autonomously is no longer an option so this is the first step towards working together on that front.

Mr. Point du Jour has been a station volunteer since 1984 and has served on the LSB for the last six years. This is the first time that the CAB and LSB chairs have meet to discuss how they can work together. The CAB and LSB have a lot in common. CAB bylaws and objectives are of great interest to the LSB. There are many complementary activities in which the two boards can engage.

There are many issues related to programming, including premiums and programmer contention, both of which affect the future of the station. Relocation is also an issue as the current location is not a community-based location for a community-based station. The station consultant, Michele Price, is exploring relocation options and will be making recommendations.

Any issues can be brought to the CAB and/or LSB. While the boards may not agree on everything, we can work towards a common ground. Mr. Point du Jour wants transparency

and open discussion to deal with the challenges that are currently being faced by the station.

Mr. Garey wants to ensure that the LSB is focusing on fundraising. The station needs money and if that is not a primary area of focus, the LSB is doing something wrong.

Mr. Perry was on the board when the CAB and LSB were solidifying their relationship. He asked what makes the LSB's chair vision different from the other and how do new programmers get on the air. Mr. Point du Jour indicated his priorities are management, relocation, programming, and fundraising. So far the issues have centered on relocation. To date, two resolutions have been passed asking the GM to return to the former grid. Fundraising is the next step.

There has not been a proper policy in place for programming. A bill of rights has been developed for programmers.

There is not a mechanism in place for continuity of actions for the LSB. One LSB does not build upon the actions of previous LSBs.

He would like to have an e-newsletter and live streaming of our board meetings.

Ms. Patterson hopes that a formal conduit for the CAB to delivery advice and suggestions to the LSB will be established.

Mr. Muhammad commented that he has resources to assist the LSB in fundraising and would like to participate in making this happen.

Continuing with the agenda items, Ms. Hartley proposed to have monthly meetings instead of bi-monthly meetings to allow more time to plan initiatives and six meetings a year for two hours at a time is not enough to accomplish tasks. Mr. Garey and Mr. Braswell agreed. Mr. Braswell added that committees need to be able to execute a solution. Ms. Patterson proposed a conference call for alternate months and Ms. Hartley countered that the alternating month be a combination of conference calls and in person meeting.

Ms. Reid commented that the reason for so many meetings is because new boards do not know what has taken place in the past. Ms. Reid states that according to PNB bylaws, meetings only need to meet once every 60 days.

Mr. Muhammand added that nothing happens without goal setting. This ensures we achieve quantifiable steps and we do not retrace old steps. The committees actively work on the milestone objectives. One meeting a month is more than fair and committees can engage more frequently.

Ms. Patterson made a motion that we meet monthly with alternate months being via conference call or in person. Mr. Braswell seconded the motion. The motion was passed with 10 votes with one opposed

Ms. Hartley proposed that our meetings begin 30 minutes early. Ms. Reid stated our meetings must be held at an ADA accessible location where everyone can attend and at a time when people can attend, citing 6:30 is too late. It was stated that 7:00 was previously established as the meeting time so as to accommodate on-street parking. Mr. Muhammad motioned that future meetings commence at 6:30. Mr. Braswell seconded. It was passed unanimously.

Ms. Hartley asked the volunteer coordinator, Mr. Vinnie Jack, if any community comments have been received via email. He indicated that the GM, Mr. Hughes, access the email. Mr. Hughes replied that no community comments have been received via email. Ms. Hartley proposed that an email address for the CAB be established, ideally one that has wlfw.org as the domain, so that the CAB officers can access comments via email. Mr. Jack indicated that there were server issues that precluded him from establishing an email at the WFLW domain, but an interim measure would be to use public email such as gmail.

NEXT MEETING

The next meeting will be held Monday, June 17, 2013.