

WVIK Community Advisory Board

Minutes from Meeting of October 29/19

Present: Gary Rowe, Jared Johnson, Susan Kornreich-Wolf, David Gellerman, Suzanne Bailey, Mary McNeil

Jared called the meeting to order at 4:04 p.m.

Minutes

The minutes from the previous meeting were reviewed and approved.

Executive Report:

The executive report began with an update on WVIK's new 105.7 FM frequency. It has been on the air a few weeks in order to meet the time requirement necessary to reserve the frequency. Two-Rivers YMCA was generous enough to let us turn on their antenna so that WVIK 105.7 could broadcast temporarily and save the frequency. The WVIK 107.5 equipment and facilities are still not complete as equipment changes required a larger crew to complete. It is possible that the HD channel will come on air before WVIK 105.7.

WIUM work has stalled because of the administrative uncertainty at Western Illinois University. The business plan is still in place, it has just been put on hold.

The capital/fundraising campaign continues. WVIK has a new brochure that explains the new stations to donors as well as other future plans for the station. Jared has requested feedback on the brochure. It is an inhouse print and can easily be revised. The campaign has already raised \$70,000. Future goals are a new studio for podcast production. The physical space is available, but it needs to be updated.

WVIK Dashboard (Financials and Program Analytics):

This is a new summary that will be done monthly. The CAB will get them quarterly. It is a more effective way to communicate internally the financial and programming health of WVIK.

Jared reported that revenue is up overall. Individual giving is up and so is new memberships. It seems that corporate support is plateauing, but grant income has increased. The increase in grant monies can be attributed to the ongoing campaign.

Intelligent Conversations: The Power of Words:

The planning for this annual event is ahead of where it was last year. Michele Norris will be this year's speaker and the title of her speech is *The Power of Words*. There is still a need for mid-level sponsor and Jared should be contacted if any member knows of a potential sponsor.

New Members:

CAB approved three new members, Tyson Danner, Lisa Powell Williams and Tracy White. Tyson Danner is the Executive Director of River Music Experience. Lisa Powell Williams is the Adult and Young Adult Services Coordinator at the Moline Public Library. Tracey White is the African American Leadership Society Manager at United Way Quad Cities. Welcome to the WVIK CAB!

Other Business:

The discussion of new members triggered a brief discussion of the CAB by-laws. Jared offered to do research on the topic prior to the next meeting and report back.

The meeting was adjourned at 4:47 p.m.

Next Meeting: January 16, 2020 at 4 p.m.