

**WMHT Educational Telecommunications
WMHT Board of Trustees Meeting Minutes
November 16, 2017**

A Meeting of the WMHT Board of Trustees was held on November 16, 2017 at WMHT, Troy, New York. . Karen Hitchcock of the Board of Trustees, presided.

Present

Karen Hitchcock	Susan Novotny
Jane Altes	Karen Opalka
Robert Altman	William Picotte
Prentiss Carnell	Joseph Raggio
Gloria DeSole	Joseph Richardson
Mona Golub (phone)	Estela Rivero
Doris Fischer Malesardi (phone)	Harry Rutledge
Kathy Jimino	Viki Sand
John Kolb	Carl Shuster
Lee A. McElroy Jr.	Maggie Vinciguerra

Excused

Annamarie Lanesey	Eugene Zeltmann
Steady Moono	

Also Attending

WMHT Staff: Sandra Beer, Bob Cummings, Mary Gribulis, George Hauenstein, Julie Raskin, Chris Wienk

Call to Order

Dr. Hitchcock called the meeting to order at 4:05 PM.

***Consent Agenda
Items***

On a motion by Ms. DeSole seconded by Mr. Picotte the consent agenda of minutes and notes listed below was unanimously approved by the Board of Trustees.

Minutes and Reports:

- September 28, 2017 Board Meeting
- October 12, 2017 Investment Committee Meeting
- October 26, 2017 Governance Committee Meeting
- November 2, 2017 Governance Committee Meeting
- November 9, 2017 Audit Committee Meeting
- November 9, 2017 Finance Committee Meeting

***Governance
Committee***

Ms. Vinciguerra introduced the slate.

The following individuals to serve on the WMHT Board of Trustees, each to serve a second three-year term ending in 2020.

- Doris Fischer Malesardi
- Harry Rutledge

On Motion by Mr. Picotte, duly seconded by Mr. McElroy, the above individuals were unanimously elected to the WMHT Board of Trustees.

On Motion by Ms. Altes duly seconded by Ms. Sand, the following individuals were elected as Officers of the WMHT Board of Trustees, each to serve a one-year term ending at the close of 2018.

- Chair – John Kolb
- Vice Chair – Kathy Jimino
- Secretary – Carl Shuster
- Treasurer – Harry Rutledge

Ms. Vinciguerra noted that Karen Hitchcock will serve on the WMHT Board of Trustees, for a one-year term, ex-officio, in the role of Immediate Past Chair.

***Finance Committee
Report***

Mr. Rutledge reported that for the most recent quarter, the portfolio is 28 basis points ahead of the benchmark. He noted that there would be more financial information reported later in the meeting.

***Strategic Planning
Update***

Mr. Kolb thanked the trustees for their work on the strategic plan at the retreat held a few weeks ago. Mr. Altman noted the focus on WMHT's role as a leader in the region. He then presented the dashboard of key strategic plan actual vs. goal numbers noting that the numbers so far look good, with the caveat that we are entering the two huge fundraising months.

***Development
Committee Report***

Mr. Shuster reported that the Development Committee is moving forward with renewed energy and a more energized culture of participation where trustees can reach out to constituencies to seek increased support for the station. Trustees are asked to host a friend-raiser in your home; participate in a lunch with Robert to meet with donors or acquaintances, bring them to tour the station, support the marketing efforts and increase trustee financial participation.

***Adjournment and
Reconvening***

The board reconvened to continue the Annual Meeting business, starting at 4:35.

Additional persons present: Joe Raggio,
Staff: Jenn Baumstein, Kathy Beam, Rob Brown, Keren Carmeli, Mary Ann Cooper, Mickey Danaher, David Delaney, Kathryn Derico, Dominic Figliomini, Brian Flynn, Mary Gribulis, Zeke Kubish, Joe Lander, Cuong Le, Ron McGowty, Keva Roberts, Jayne Robinson, Justin Rockemeyer, Matt Rogowitz, Matt Ryan, Danielle Sanzone, Brian Savacool, Joanne Shay, Joyce Stah, Tim Stah, Lynn Valentino, Nicole Van Slyke.

***Presentation of
FY2017 Annual
Financial Statements***

Dr. Hitchcock introduced the auditor, Mr Urban of The Bonadio Group.

The audit has been reviewed and accepted by the audit and finance committees. There were no audit adjustments made to the documents that the finance department gave to the auditors.

The Bonadio group has submitted an unmodified, clean opinion, the highest level of assurance. WMHT generated \$1 million in the past year to reinvest in the mission. WMHT has a strong liquidity ratio: the current ratio is \$9:\$1. WMHT has also fulfilled a good trend of collecting within 33 days or less. This has improved the cash position and has gotten better in the past few years, a good reflection on the strength and consistency of WMHT's financials.

On a motion by Mr. Rutledge, duly seconded by Ms. Jimino, the 2016 WMHT Audited Financial Statements were unanimously accepted by the Board of Trustees.

Employee Longevity Awards

Mr. Altman recognized the following staff for their years of service:

- Bill Winans – 30 years
- Tim Stah - 30 years
- Joanne Shay – 20 years
- Barbara Lukas - 15 years
- Chris Wienk – 15 years
- Matt Ryan – 10 years
- Kathy Beam – 10 years
- Robert Altman – 10 years
- Mary Gribulis - 5 years
- Mickey Danaher = 5 years
- Zeke Kubisch – 5 years
- Brian Flynn – 5 years

Recognition of Departing Board Members

Dr. Hitchcock noted the departure from the board of two members and shared some of their contributions during their service. Dr. Hitchcock thanked: Jane Altes and Joseph Raggio.

President's Report

Mr Altman reviewed the year in the context of the three major goals of the strategic plan. Those goals outline what we hope to do (*Creating Social Value through Public Media*), how we as an institution need to develop to create that value (*Building Organizational Capacity to Serve the Community Effectively*) and how we can find the resources necessary to continue our work (*Creating a Sustainable Institution*).

Creating Social Value through Public Media

- We continued our unique brand of regional storytelling, enhancing our community's sense of identity with documentaries including, *Hamilton's Albany*, *Henry Johnson*, *Mario Cuomo: Poetry and Prose*, *Behind the Lights*, *Kennedy of Albany*, and the *Wounds We Feel at Home*.
- *New York Now* and *AHA!* continue on a weekly basis and in the election year and immediate aftermath NY Now was particularly active in fostering a more informed electorate.
- WMHT had continued strong audiences for both television and radio.
- *WMHT-FM* and *WEXT* enhanced a focus on local music and musicians.

Building Organizational Capacity to serve the Community Effectively

- Increased our community film screenings and discussions
- Successfully navigated the Spectrum Auction
- Restructured the Development and Content areas.

Creating a Sustainable Institution

- We exceeded operating net revenue goals for the year and achieved highest membership revenue in station history- a good year financially;
- We successfully launched a new WMHT brand across many platforms and completed work on a new three year plan.

Our mission is more relevant than ever and the needs of our community are even more evident. Meanwhile the ways we intersect and interact with our audiences are changing at a remarkable speed. None of the years' many accomplishments would have been possible without the support of the Trustees and the dedicated work of the talented colleagues on the staff.

Chair's Report

Dr. Hitchcock reflected on the activities and accomplishments of the past year, noting the focus on "positioning." WMHT is positioned for upcoming technological changes, and for addressing the evolving needs of our audiences. This emphasis on "positioning" began with the roll out a year ago of our new brand, which is now firmly ensconced. This rebranding initiative positioned us well to carry out a robust and well-grounded strategic planning process, an activity led so well by our incoming Chair. By committing ourselves to a clear programmatic focus in areas of WMHT's particular expertise – Arts and Culture, Children and Education and Civic and Public Affairs; and, by committing ourselves to taking a leadership role in areas of community importance, our new Strategic Plan provides a map to the future. Perhaps the best example of "positioning" over the past year is the continuation of those innovative programs and technological advances which have come to define WMHT - from our fourth television channel for airing *PBS Kids*, to special programs like *Africa's Great Civilizations*, *The Great War* and, of course, Ken Burns' provocative *Vietnam* – all have attracted new and appreciative audiences. Locally-produced programs – like the pieces on William Henry Johnson and William Kennedy, have also been enthusiastically received. Further, a commitment to have all our content appear FIRST on our digital platforms also positions us well for the future. We are well-positioned for the rapidly- changing, competitive media environment we face because of the staff and volunteers who do so much to make WMHT an organization of acknowledged excellence. She reflected that as her time as Chair comes to an end, she wants to thank Robert, for his leadership and to the staff for making it all happen. She extended her deep thanks to Board colleagues for their dedication, support, and contributions to WMHT, to make it the best it can be. She expressed that it has been an honor to have served as your Chair and that under the new Chair, John Kolb, WMHT is exceptionally well- positioned for all we hope to accomplish.

Other Business

On a motion by Ms. Vinciguerra duly seconded by Mr. Raggio the board unanimously approved adjourning the meeting at 5:18.

Adjournment