



**Minutes of Combined Board Meeting  
December 7, 2018 at Noon  
WVIA Public Media  
100 WVIA Way, Pittston PA 18640**

**Attending:**

L. Jay Lemons, Ph.D  
Wayne Bromfield M.  
Holly Morrison, D.Ed.  
Ida L. Castro  
Ted Williamson  
Rick Cohen  
Jose A. De Los Rios  
L. Peter Frieder  
Jeanne Genzlinger  
Andy Hirsch  
Kristopher Jones  
Robert T. Kelly, Jr.  
Nicholas Niles  
Marcia G. Welsh, Ph.D  
Jennifer Wilson  
Thomas M. Curra

**Director Emeritus:**

Andrew J. Sordoni III

**Additional Attendees:**

Lynne Pouria, WVIA  
Chris Norton, WVIA  
Ben Payavis, WVIA  
Joe Glynn, WVIA  
Ron Prislupski, WVIA  
Neil Prisco, WVIA  
Chris Zellers, WVIA  
Sarah Marie Thomas, WVIA  
Dina Orlando, WVIA  
Lou Danzico, Public

**Absent:**

Barbara B. Hudock

Chairman Lemons called the meeting to order at 12:23PM.

Chairman Lemons introduced Ms. Genzlinger to deliver the secretary's report. Hearing no additions, comments or corrections, **a motion was made by Ms. Wilson to accept the secretary's report as written, seconded by Mr. Frieder, and approved by all.**

Chairman Lemons welcomed everyone to the December board meeting and discussed today's committee meeting structure. He thanked the committees for their hard work today. Chairman Lemons then introduced Ted Williamson and Holly Morrison to their first full board meeting and asked the board to provide brief introductions.

Chairman Lemons then introduced Ms. Pouria and Ms. Wilson to deliver the treasurer's report. Ms. Pouria reviewed the statement of financial activity for the current year as of October 30, 2018. **A motion was made by Ms. Wilson to approve the treasurer's report. Since the motion comes directly from the Finance and Investment Committee, it does not need to be seconded, and was approved by all.** Ms. Pouria then discussed FY2019 capital spending. **A motion was made by Mr. Cohen to approve the FY2019 capital spending budget. Since the motion came from the Finance and Investment committee, it does not need to be seconded, and was approved by all.**

Mr. Lemons introduced Mr. Curra for his President's Report. Highlights include: establishing The Bill Kelly Fund, WVIA received 3 Emmy Awards this year, the staff participated in an active shooter drill, and a policy for volunteer background checks is being discussed. Mr. Curra also attended a CPB/PBS conference in Washington DC in October that was geared towards ATSC3 interactive television and stated WVIA is currently installing a new transmitter to ready the station for ATSC3. The leadership team selected Malcolm Brett from WPT in Wisconsin as Strategic Planning coach and the strategic planning process has begun. The Employee Handbook has been updated, approved by legal counsel and distributed to staff. WVIA's recent FM pledge drive was a success despite the staff transition. WVIA received a grant, awarded by CPB for Digital Culture Accelerator (DCA) which will include training for WVIA's Leadership team. WVIA will also conduct its CPB compliance review in early January 2019 and report the results to the Board of Directors at its March meeting.

Mr. Curra then introduced Ron Prislupski, WVIA's Chief Development Officer and Michal Heiplik from CDP who gave a presentation on WVIA's transition to the Member Services Bureau (MSB) Membership Program.

Mr. Curra then introduced Chris Norton, WVIA's Senior Vice President of Community Engagement to discuss the strategic planning process and proposition of a new mission, vision and values statement. **A motion was made by Ms. Wilson to adopt the new mission, vision and values statement, seconded by Ms. Castro, and approved by all.**

Chairman Lemons noted that the Executive Committee met earlier today and asked committee chairs to review any action items. Chairman Cohen reviewed the highlights of WVIA's investment portfolio to date. Ms. Wilson also reviewed the proposed amendments to the current Investment Policy Statement. **A motion was made by Mr. Cohen from the Finance and Investment Committee. Since the motion came from the Finance and Investment committee, it does not need to be seconded, and was approved by all.**

Chairman Jones of the Renovations Advisory Committee discussed the progress of the renovations project. The committee would like to request board approval for funding \$18,900.00 to move ahead with "Phase One" as presented. **A motion to approve the funding for "Phase One" as presented was made by Ms. Morrison, seconded by Ms. Castro, and approved by all.**

Chairman Lemons then asked for a motion to adjourn to Executive Session due to proprietary information. **The motion was made by Jennifer Wilson, seconded by Kris Jones, and approved by all.**

**The meeting was released into Executive Session at 1:57PM and re-opened at 2:16PM**

Chairman Lemons asked for a motion to allocate \$25,000 from Cash Reserves to explore the expansion initiatives as discussed. **The motion was made by Mr. Cohen, seconded by Ms. Castro, and approved by all.**

With no further business, Chairman Lemons adjourned the meeting at 2:25PM.  
The next meeting is scheduled for Friday, March 8, 2019 at Noon.

Respectfully submitted by Dina M. Orlando, Assistant to the Board of Directors