



WMHT Public Media

4 Global View, Troy, NY 12180-8375

(518) 880-3400 | wmht.org

**WMHT Educational Telecommunications
WMHT Board of Trustees Meeting Minutes
May 15, 2018**

A Meeting of the WMHT Board of Trustees was held on May 15, 2018 at WMHT, Troy, New York John Kolb of the Board of Trustees, presided.

Present

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

Excused

Annemarie Lanesey
Steady Moono

Also Attending

WMHT Staff: Sandra Beer, Val Belden, Bob Cummings, Mary Gribulis, George Hauenstein, Chris Hays, Julie Raskin

Call to Order

Mr. Kolb called the meeting to order at 4:05 PM.

***Consent Agenda
Items***

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

Minutes and Notes

- March 15, 2018 Board Meeting
- March 15, 2018 Governance Committee Meeting
- April 10, 2018 Executive Committee Meeting
- April 11, 2018 Education and Community Engagement Committee Meeting
- April 25, 2018 Development Committee Meeting
- May 10, 2018 Investment Sub-Committee Meeting
- May 10, 2018 Finance Committee Meeting

***Finance Committee
and Investment Sub-
Committee Report***

Mr. Rutledge shared that WMHT's investments are ahead of benchmarks for the current year.

Mr. Altman noted that as of April we are ahead of budget on a net basis. We continue to be below projected revenue, especially in the membership and contract production areas, but are also below on expenses. On the balance sheet we are slightly down in cash as we rebuild our transmission plant, which will be

reimbursed in future months by the government for this spectrum repacking process.

The audit committee has selected Susan Novotny to chair the committee.

FY19 Budget Presentation

Mr. Altman presented the draft budget, noting key areas. There will be a number of items to be finalized before presenting a final budget next month. The goal is to generate enough cash to service the debt and end in a neutral position at the end of the year.

***Development
 Committee Report***

Mr. Shuster presented the work of the Development Committee to create a culture of participation among the Board of Trustees in the area of philanthropy. The Development Committee will be asking Board to help with thank you calls to donors, to consider hosting a friend-raiser and to bring colleagues and friends for a studio tours. As the fiscal year comes to an end, there is encouragement to ensure that there is 100% participation in giving.

***Community
 Advisory Board***

Mr. Altman presented a slate of names to serve on the Community Advisory Board for the new fiscal year.

On a motion by Ms. Malesardi seconded by Dr. McElroy the following slate of names was unanimously approved by the Board of Trustees to serve on the Community Advisory Board.

Full Name	Title	Location
Shameka Andrews	Ms. Wheelchair NY Chair	Albany / Troy
Kyle Belokopitsky, Esq.	NYS PTA Association	Wynatskill / Troy
Jennifer Boyer	Librarian	Glens Falls / Saratoga
Stacey Bridge	Troy Savings Bank Music Hall	Troy / Wyantskill
Esther Budnick	Retired Educator	Lee, MA
Tara Burnham	miSci	Schenectady
Sohaib Chekima	School Principal	Schenectady / Altamont
Jeremy Clowe	Norman Rockwell Museum	Schenectady/Stockbridge MA
Rick D'Errico	Transfinder	Schenectady
Joe Dragone	Education Administrator	Albany / Clifton Park
Jordana, Dym	College Professor	Saratoga / Malta
Michael Eck	Proctors PR Professional	Schenectady

Susan Kambrich	Educator / Woodland Hills Montessori	Albany / Glenmont
Laurel Logan-King	Education Administrator	Ballston Spa
Dr. DeShawn N. McGarrity	Exec Dir College & Career Counseling Center at SCCC	Schenectady / Rotterdam
Jamel Mosely	Media and Branding Consultant	Troy
Otitigbe Obaroene	Art Educator	Albany
Hilary Reilly	Educator QUESTAR BOCES	Albany / Castleton
Kathryn Salensky	Attorney	Hudson
Ellen Sinopoli	Dancer / Arts Administrator	Troy
Kate Smith	Early Childhood	Albany / Greenwich
Kaciem Swain	Media and Branding Consultant	Albany
Miriam Trementozzi	Former Community Engagement Professional at U Albany	Rotterdam
Willie, Dean, Jr.	Retired Engineer	Schenectady
Tom Witz	Writer / Editor Reuters	Halfmoon

President's Report

Mr. Altman presented the latest dashboard of key benchmark numbers regarding the strategic plan. We have seen stronger growth in social media, video and audio streaming than we anticipated, and less than expected with web use. This reflects changes in technology and adoption by audience and provides a way to watch the evolving landscape. Mr. Altman reported on the PBS Annual Meeting held last week and some of the outstanding programs on tap in the coming year. We noted that WMHT's documentary about Mario Cuomo's years as governor won a New York State Emmy award and talked about new digital content.

Chair's Report

Mr. Kolb reported that he and a number of others attended the memorial service for Gene Zeltmann and read a note from Susan Zeltmann regarding the board's resolution. Dr. Hitchcock was congratulated on the announcement that she will be honored as an Academic Laureate by the University at Albany.

Executive Session

On a motion by Ms. Sand, seconded by Mr. Picotte, the board unanimously approved moving into executive session at 5:32 pm. No action was taken.

Adjournment

The meeting adjourned at 5:40pm.