

MINUTES FROM January 16, 2023 WMKV
Meeting of the Community Advisory Board

January 16, 2023

Attendance:

Chair: Mr. Ken Mandel

Acting Secretary: Ms. Megan Ulrich

Attendance:

- Ms. Kay Casey
 - Ms. Megan Ulrich
 - Mr. Nate Henderson
 - Mr. Ken Mandel
 - Mr. John Anderson
 - Mr. George Zahn
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- Meeting commenced at 1:03pm, January 16th, Maple Knoll Village Conference Room. All current CAB members were in attendance.

 - Chairman, Mr. Mandel welcomed the group, presented minutes from the October meeting. Approved unanimously by the Board.

 - Mr. Mandel thanked Mr. Zahn for hosting a Spotlight program with Buckeye United Fly Fishers (BUFF), the Cincinnati-area fly fishing club. BUFF will be hosting a fly fishing show the first Saturday in February at the Oasis Conference Center. The program was broadcast on Friday, January 13th. Mr. Mandel had several very positive comments from other club members. Ms. Ulrich offered to share announcements for the show with Maple Knoll residents. Mr. Mandel will email a flier to Ms. Ulrich to promote at Maple Knoll to residents.

 - Mr. Zahn provided programming updates.
 - He is working with the Cincinnati Jazz Hall of Fame to establish a regular scheduled music program featuring local jazz artists. The Hall of Fame will feature new volunteers including Lee Hay, Doug Lillibridge and Ron Esposito and will be offered first as a monthly program, and then hopefully as a weekly program. We have new volunteers assisting with the program.

 - The Life of Riley was switched out as well at the CAB's recommendation.

- Mr. Zahn has a new Jene Galvin and Jerry Springer show which discusses the history of folk music which will tentatively run Sunday mornings at 9am. Both have a history within the Cincinnati area and have history playing folk music within the region. It was noted that the program will not highlight any political agendas. Appeals to people within aged 40 to 80 years old. Ideally, we could also get them involved from a financial standpoint. Ms. Casey advised that the 9am start time might conflict with a popular program with Carmen DeLeone on commercial radio which also appeals to the age group in question.
- Ms. Ulrich inquired if anyone would have any suggestions for a jazz band to play at the WMKV/WLHS Golf Classic. The group will follow up with Ms. Ulrich. It was also suggested that the Advisory Board attend the golf outing to show support.
- Mr. Zahn shared an update on the CPB application. The award is \$89,000 per year for 2 years, and this has been approved. However, CPB requires the station submit a separate financial audit. WMKV is in extension period to allow us the time to work with our accountants to make sure we can comply. The funding can be used for new programming and a portion can be used for additional expenses such as salaries, mailings and more. CPB shared that our station is unique, and they want to support us as much as they are able to. They indicated that we are trailblazers in what we do.
- Mr. Zahn shared that WMKV raised \$23,000 during the December mini fund drive. It was a relatively new team overseeing and it went very well. This was similar to what we did last year. Members will be getting an appeal letter during the 2023 Corporate Annual Fund Campaign. Mr. Zahn is working on the March Fund Drive. Because of the proximity to St. Patrick's Day, it was suggested that we do a 'Getting Lucky with WMKV' package where we have gift cards to local Irish-themed locations. Brewery and restaurant packages were also discussed.
- Ms. Ulrich will connect Mr. Mandel with Michelle Zeis who oversees grant writing efforts. Ken is willing to assist with grant efforts for the station.
- Ms. Ulrich provided a summary of our partnership with BHI. BHI and Maple Knoll are working behind the scenes to improve efficiencies and identify new management practices and cost savings for software, benefits and more. The

partnership will not impact the station. The committee discussed the possibility of having BHI feature WMKV in their communities.

- The bylaws for the WMKV/WLHS Community Advisory Board were discussed. This is year 2 of the committee. The length of time allowed to serve on the board was discussed relative to the current bylaws. It was decided that individuals can renew their term if they wish. Ken will revise the bylaws to reflect this. It was discussed to also edit the number of times the committee meetings were listed. Open meetings are listed on the ownership page of WMKV's website. Mr. Zahn said that having Ms. Ulrich and Mr. Zahn on the CAB is critical to CPB approval.
- Members were asked to suggest additional members who may be interested in joining. Mr. Zahn, Ms. Casey, and Mr. Anderson had suggestions. These included Lee Hay, Gayle Graham, John Millar, Jim Imholte, Shirley Eckvall, and Carol Mundy. The ideal individual should be someone who is involved with public radio. Ms. Casey added that recruiting board members with needed expertise is a good method of adding to the CAB.
- In an additional funding note, Mr. Mandel will reach out to the Cincinnati Nature Center to identify how they track volunteer hours and benefit from possible matching grants for volunteer hours.
- **Chairman asked for potential dates for the next CAB meeting.**
The board chose Monday, April 17, 2023, at 1PM in the Maple Knoll Boardroom.
- **Meeting adjourned at 2:36pm, January 16, 2023.**