

MINUTES FROM July 17, 2023 WMKV
Meeting of the Community Advisory Board

July 17, 2023

Board Members in Attendance:

Mr. Ken Mandel, Chair
Mr. George Zahn, Acting Secretary
Mr. John Anderson
Ms. Kay Casey
Mr. Nate Henderson

Guest Prospective Board Members:

Ms. Gayle Graham
Mr. Jim Imholte

- Meeting commenced at 1:00pm, July 17th, 2023 at the Maple Knoll Village Conference Room.
- Chairman Mr. Mandel welcomed the group and introduced prospective new board member Ms. Gayle Graham. Mr. Mandel explained the role of the board and each board member present gave background on their involvement, career, and interest in WMKV. Mr. Imholte, another prospective board member, arrived as Ms. Graham was introducing herself to the board, and then Mr. Imholte introduced himself. Each new prospective board member gave background of their interest in WMKV and their involvement with various volunteer and community service efforts.
- Mr. Mandel presented the minutes from the April 17 meeting, which were unanimously approved by Board vote.
- Mr. Zahn provided programming updates.
 - Mr. Zahn announced the recent passings of Jerry Springer and Ron Esposito and a staff's spouse passing.
 - Ms. Casey updated the board on WMKV's involvement in the Cincinnati Jazz Hall of Fame radio program "All That Cincinnati Jazz" which is in development. Mr. Zahn confirmed that there will be an impending meeting concerning this program, as two volunteers who had been involved in its development have passed. Ms. Casey enumerated the remaining volunteers on the project including Mr. Henderson, Mr. Doug Lillibridge, and potentially, Ms. Nancy James. Mr. Zahn announced that Neil Sharrow and Steve Cody have expressed interest in helping with edits. Mr. Zahn explained that while there are only partial shows at this point, the goal is to have eight complete shows before starting the weekly run.

Commented [KM1]: Did you mean Jerry Springer?

Ms. Casey also informed the board that Mr. Henderson would be representing WMKV at a jazz roundtable to be held at the Kennedy Heights Arts Center on August 19.

- Mr. Zahn announced that due to the passing of Jerry Springer, Gene Galvin has decided that he will not pursue the folk music program they had been jointly developing for airing on WMKV. That program is now off the table.
- Mr. Zahn also informed the CAB that he, Mike Martini, and Mark Magistrelli have met and discussed rejuvenating “The Big Broadcast” and possibly other classic radio shows. Mr. Magistrelli and Mr. Martini have begun recording material for a new three-hour version of The Big Broadcast.
- Mr. Zahn shared an update on the CPB application. WMKV remains in line to receive CPB funding, and Mr. Zahn noted that CPB has conveyed its appreciation for WMKV’s rapid responses to their inquiries. Mr. Mandel and Mr. Zahn explained that CPB requires the station submit a separate financial audit. MapleKnoll and WMKV are moving forward with required accounting changes to meet CPB’s requirements and this is being done by Brixey & Meyer. Completion of this process is expected by late September.
- Mr. Zahn reported that the June mini-fund drive raised \$16,600 in the on-air campaign. An additional \$5,000 gift arrived shortly after the on-air drive concluded, bringing the total to \$21,600.
- Mr. Zahn reported that WMKV has hired a new part-time salesperson, Michelle Barkan. She is currently working with Bob Hanneken, who plans to fully retire in August. Mr. Zahn indicated that Ms. Barkan will be a solid addition to WMKV with a goal of increasing underwriting. Mr. Mandel suggested that Ms. Barkan attend the next CAB meeting, and the Board agreed.
- Mr. Zahn announced that a proposal for creating a WMKV endowment has recently been raised by Mr. Lew Gatch, in a preliminary discussion with Mr. Zahn and Ms. Megan Ulrich. Mr. Mandel said he would like to attend any upcoming meetings on this topic as he felt the CAB should be involved, or at least informed. General input from several CAB members raised questions regarding how an endowment would be administered, and based on the size of the endowment, what cash return could be expected for WMKV.
- Mr. Mandel updated the CAB on the current grant activities.

First, WMKV was not approved for the AARP grant. Due to the number of applications, AARP cannot provide detailed input on why we were not awarded the grant. Mr. Mandel indicated that he, Mr. Zahn and Ms. Michelle Zeis, the Maple Knoll person coordinating grants, felt as if we had a good shot and “checked almost all the boxes” including short term timeline to finish the project. Mr. Mandel gave some examples of the types of projects funded in the past by AARP grants and these suggested that a proposal from a public radio station may have been something very unique to AARP.

Mr. Mandel also indicated that he, Mr Zahn, and Ms. Zeis were recently made aware of a

potential grant opportunity through a foundation associated with Kentucky Fried Chicken Corporation. We reviewed the application, but it requires a grant specifically support activities associated with KFC, or their employees' volunteer efforts, so we could not further pursue this.

Mr. Mandel informed the CAB that our next plan is to meet with Ms. Zeis to coordinate submitting grants to a group of foundations administered by 5/3 Bank, specifically foundations which support seniors, arts, and music. Advantages are that a single application can target multiple foundations administered by 5/3 Bank, and that the targeted foundations are local to the Cincinnati area. The deadline for submission of the initial application is in November. This application will focus on obtaining funds to replace WMKV's long-outdated computer automation system, with a goal of raising \$50,000. Mr. Zahn explained what the automation system does in scheduling and being part of WMKV's on-air delivery 24/7/365. Mr. Mandel shared an idea of seeking a few WMKV member-donors to provide a level of matching funds. This may put the applications in a better position for funding, and we plan to discuss the idea with Ms. Zeis for her input. Mr. Zahn explained Ms. Zeis' duties in assuring that WMKV is not applying for the same grants as Maple Knoll and vice versa. Following the meeting Mr. Mandel reached out to Ms. Zeis, and we will set up a discussion within the next 1-2 weeks to get this project started.

- Mr. Mandel shared with the CAB that there is an online searchable database of charitable foundations, and this may provide access to more than the original short list of foundations we were provided by Ms. Zeis. That list was compiled by an organization in Hamilton, Ohio. This database is available to organizations such as MapleKnoll, and we need to learn if MapleKnoll subscribes or has other sources of access. In addition, the database is available through many public libraries, including the Lane Public Library. Librarians at facilities that have access are trained to search the database and could be a resource. This is a topic for discussion with Ms. Zeis to decide on how to proceed.
- Mr. Imholte suggested that we include our big band dances and other live interactions with the community in our list of attributes for future grants.
- Mr. Mandel led a discussion of amending the bylaws for the WMKV/WLHS Community Advisory Board, following up on the April meeting. A key issue was determining the needed quorum attendance to have a vote on topics. Mr. Anderson, Ms. Casey, and Mr. Henderson agreed it was important to discuss. Ms. Casey suggested the idea of allowing a proxy vote process for any member unable to attend in-person as an alternative to requiring an in-person attendance quorum for the CAB to hold a vote. This is the process used by the Board for the Cincinnati Jazz Hall of Fame. This idea was discussed by the CAB and proposed for adoption over that of an attending quorum. Mr. Imholte added that there should not be more than one proxy assigned to a board member in attendance, and it was suggested that there be a written note or e-mail to confirm the proxy. Mr. Zahn also suggested that meetings could be attended via Zoom in the case of someone traveling. Mr. Mandel will rework the proxy/quorum portion of the bylaws and send it to board members for input and a potential vote for acceptance at the next CAB meeting.
- There was no old business to be addressed.

- In new business, the board offered membership to Mr. Imholte and Ms. Graham. Both accepted, and the board voted on both being accepted with a unanimous approval.
- Mr. Zahn announced the next fund drive would be September 6-12, 2023. Mr. Mandel suggested that Ms. Barkan could add a needed female voice to the fund drives, and that board members also be considered for on-air pitching during fund drives. All the CAB members indicated a strong willingness to do so. Mr. Zahn also offered the possibility of recording testimonials for those who may not want to pitch live. Mr. Zahn will reach out to board members to pitch. A suggestion was also made by Mr. Anderson that we record testimonials from residents of Maple Knoll, and Mr. Zahn indicated some were already being used but more would be welcome.
- The next CAB meeting will be in October. **Chairman will be sending the board members potential dates for the next meeting.**
- **Meeting adjourned at 2:07pm, July 17, 2023.**