

WMKV Community Advisory Board Meeting Minutes

Date: March 2, 2026

Time: 10:32 AM – 12:00N (approx.)

Location: Maple Knoll Village Boardroom

Present: Ken Mandel (Chair), Connie Langhorst, Kay Casey, George Zahn, John Anderson, Zac Corbett

Absent: Nate Henderson

1. Call to Order

- Meeting called to order at 10:32 AM by Ken Mandel.

2. Approval of Minutes

- Minutes from November 2, 2025, were reviewed. Kay Casey noted her name as participant had been misspelled. The need to correct this in the final minutes was noted, and the minutes were approved. [Ken Mandel has made correction and shared corrected file with Mr. Zahn to be placed in the CAB records.](#)

3. Financial Report

- **Total funds raised from December 3–6 drive:** \$47,000
 - \$14,000 in advance renewals
 - \$26,000 from on-air contributions
 - \$6,000 in late pledges
- **Expenditures:** \$5,000 stipend paid to WLHS annually
- **Advance renewals:** Spring fund drive scheduled to start on 3/11/26. \$6,000 raised so far from membership renewals that will be applied to this drive.
- **Automation System:**
 - Funded with \$30,000 from three donors. Donors were approached based on opportunity for WMKV to obtain the system at a cost almost 50% less than prior estimates, and responded enthusiastically with the needed financial support.
 - The system has been ordered and delivered.
 - Additional \$5,000 needed for engineer installation.

4. Programming Updates

- James King is assisting with digitizing Mike's shows to help revamp *Theater of the Mind*.
- Tom Sandman is retiring and will stop producing new episodes of his show, *Sandman Standards*. George Zahn noted that recorded episodes can allow this music program to remain on air for the foreseeable future.
- Connie Langhorst raised the idea of putting Bill Nimmo's "Two on the Aisle" and jazz programming recorded by Oscar Treadwell back on air. These were very popular in the past and both Bill and Oscar are well known Cincinnati-area radio personalities.
 - George Zahn will have a count on the Two on the Aisle shows by the end of March, for possible re-runs.
 - [Need to determine what is available from Oscar Treadwell's recordings.](#)

5. Board Membership Changes

- John Anderson is stepping down. The March meeting was his last as a CAB member. The board recognized John's contribution and warmly thanked him for his service.
- The CAB members discussed potential new members; Conni Langhorst, Zac Corbett, George Zahn and Ken Mandel volunteered to contact individuals.
- Ken will also contact Nate Henderson, who has missed the last few meetings, about his interest in continuing on the CAB.

6. Board Suggestions and Discussion

- **Streaming Access:**
 - WMKV was previously streamed to residents via Maple Knoll community TV network; no longer feasible due to AV technical changes. However, streaming is available through WiFi.
 - Board discussed promoting online/streaming access at other BHI communities. It is a simple approach that only requires accessing the WMKV website, and a way to reach listeners at any of the other BHI communities in OH, IN, and MI.
 - Discussion of promoting WMKV to raise interest and attract listenership at other BHI communities.
 - Key outcomes are to
 1. Need to have senior BHI management on-board and supportive. Need a clear that conveys how WMKV's programming serves the older adult population of all of the BHI communities through the mixture of music, nostalgia and informative programming. Expanding the presence would likely also expand 'membership' and bring added revenue to support WMKV operation.
 2. Have a proposal of how expanding the WMKV programs to other BHI communities can be done simply and cost effectively. Suggestion was to have a single access mechanism/linkage that could be used for streaming at different sites (e.g., a Google-internet connection), rather than working through local/regional cable/internet providers.
 - George re-raised earlier discussion point of plans for a 'road trip' to other BHI communities to promote what WMKV offers. All agreed this is an excellent idea, but needs to be coupled with a 'how we can make this happen' component and management buy-in.
- **Printed Program Guides / Newsletters:**
 - In the 1990's, WMKV mailed a quarterly program guide/newsletter with ads (revenue sources). to Southwestern Senior Services
 1. We need clarification as to whom the newsletter was distributed to (e.g., Maple Knoll residents, and which regional senior service programs).
 2. Need to determine if selling print advertising in a quarterly newsletter remains viable and attractive to businesses. If viable, who would be responsible for the marketing of advertising in the newsletter?
 3. Who would do address labeling and mailing? This cannot fall on current WMKV staff, who are already stretched. It may be possible to get volunteers from MK to do this.

4. If restarting a newsletter would be viable, who would be responsible for doing this? Again, this cannot fall to current WMKV staffing. Likely need a volunteer, or group of volunteers. Perhaps a member of the CAB would be willing to oversee and manage this. MK currently has a newsletter that promotes events and activities.
- At the time, the newsletter was printed at no cost by Queen City Printing in return for advertising.
 1. Is this still a viable option for working with a print shop, considering today's costs for printing these, and the return for having a print ad in a relatively small distribution product?
 2. Need to know the number of newsletters in order to obtain an estimated cost for printing.
 3. Regardless of cost, we should consider the viability of a print brochure to promote WMKV and its programming as compared to other means of providing this information – WMKV website, Maple Knoll & other BHI community websites and newsletters, etc.
 - Zac Corbett suggested combining both non-postal (email, WMKV website, include in existing newsletters distributed to MK residents) and a stand alone mailing for those who do not access the above. Zac indicated it may be possible to determine an age cutoff for mailing versus e-distribution.
- **Archived Programs / Rebroadcast Opportunities:**
 - Connie Langhorst discussed a *VJ Day Documentary* produced by WMKV. She provided cassette tape and CD recordings of the programming to the Mr. Zahn at the meeting. George Zahn has finished uploading the programs with segments to be broadcast in late summer. In addition, he has edited shorter versions which can potentially be used the 30-minute *Spotlight* shows.
 - **Grants:**
 - Maple Knoll is working with a third-party grant organization to help with applications. WMKV is one of the entities under the Maple Knoll umbrella, though not a top priority. Other areas of high financial need and cost will have higher priority for grant development.
 - George Zahn has offered to send “cut and paste” basic material for grant content with the additional offer to work on grant modification. George and Ken have helped with past grants, and would be happy to work with the new grant writers if it can be helpful and perhaps provide an additional resource for grants to support the station.
 - **Community Engagement:**
 - Explore partnerships with the City of Springdale: local news spots, high school student tours, volunteering at the station.
 - Board suggested a celebration of WMKV (30+ years) through an open house event. Suggest invitation to both MK residents and non-residents community listeners/members.
 - Discussion of creating focus groups and doing surveys perhaps in newsletters. Purpose would be to learn which programming resonates with listeners.

1. Need to work on logistics (who are participants, find appropriate moderator, costs, develop focus group outline to meet goals, who does analysis, etc.).
 2. If we were to take approach of a questionnaire, we need to determine what response rate would be required to consider the results to be representative of the listener population and have value.
 3. Who would take on leadership for this activity?
 - CAB members provided ideas to Mr. Zahn for associations and individuals that may be worth interviewing for future *Spotlight* programming.
- **Facility Maintenance:**
 - Potential clean-up of studio and offices; local cleaning service in exchange for on-air promotion.

7. Next Steps / Action Items

- CAB members to reach out regarding new board members.
- Explore streaming access solutions for residents and broader audiences
- Locate and assess archived WMKV programs for potential rebroadcast
- Ken Mandel will follow up with Nate Henderson on his CAB status. [Sent email on 3/4/26](#)

8. Next Meeting

- Ken Mandel to provide possible dates for a quarterly meeting in early June. [Will provide this following completion of the ongoing WMKV Spring Fun Drive.](#)

9. Meeting Adjourned: 12:00 PM.