

Public Media

Issues & Voices that Matter

Carroll McKenney Foundation for Public Media, Inc. Minutes

for the
Tuesday, May 11, 2010
Board of Trustees Meeting (#6)
9am

Stephen McKenney Steck Board Room
at the Orlando Museum of Art

Trustees present: Judith M. Duda, Chair; Manning Pynn, Vice Chair; Stephen McKenney Steck, President; Aldo Vivona, Treasurer; Marena Grant Morrisey, Secretary; Nanci Schwartz, Charles S. Stuart, Marjorie Bekaert Thomas, and Emerson R. Thompson, Jr. *(Total trustees present: 9 of 16 current trustees – 56%).*

Trustees absent: Linda W. Chapin; David Albertson, José A. Fajardo, Desta L. Horner, Robert Kovacevich, Bob Opsahl, and Richard C. Steck II *(7 of 16 current trustees – 44%)*

Welcome, Establishment of a Quorum and Call to Order:

CMF board chair, Judith M. Duda, welcomed the trustees and thanked trustee and secretary Marena Grant Morrisey, executive director of the Orlando Museum of Art, for again hosting the board meeting at museum. Ms. Duda noted the presence of a quorum and called the sixth meeting of the board of trustees of Carroll McKenney Foundation for Public Media, Inc. to order at 9:05am. Ms. Duda noted that all trustees had previously been emailed an agenda and documents related to the issues to be addressed at the meeting.

Recognition of Advisors:

Mr. Steck introduced CMF advisors in attendance. Each serve on a pro bono or a special discounted fee basis to offer advice ranging from legal to creative and technology to accounting. Advisors present were Melanie Fernandez, CPA and Partner, Cross, Fernandez and Riley – Accountants and Consultants; and Rob Kammel, Kammel Morgan Design Group.

Approval of Minutes:

By unanimous common consent, the minutes of the Annual Meeting of the CMF board on Thursday, January 7, 2010 were approved by the board as presented by the secretary, Marena Grant Morrisey.

Treasurer's Report:

Treasurer Aldo Vivona presented the March 31, 2010, 3-month year to date financial report. After discussion and by unanimous common consent the board acknowledged the report as presented.

Review of Relevant Accomplishments Since Last Meeting:

Mr Steck reviewed relevant issues accomplished since the January '10 board meeting. Discussion centered on feature content, application of spoken-word donor credits, and the current layout/design of the CMF web site.

Additionally, Mr. Steck presented a statistical analysis and overview of the on-line visitors to the Website. Much discussion regarding these issues ensued.

Business Continuation and Succession:

Mr. Steck advised that the CMF executive committee had met to discuss, among several issues, the need for a business continuation and succession plan for CMF, particularly as regards its principal founder, Stephen McKenney Steck and, secondarily, CMF's co-founder, Desta Horner, in their roles as principal content producers and in fundraising. He presented the discussion points and with the board discussed each issue.

At the conclusion of the discussion led by chair Duda and by unanimous common consent, the board agreed to continue its study of the issue and to explore certain insurance factors for continuation and to develop a more specific set of "circumstances" where by succession would be more formally addressed.

Endowment:

Mr. Steck noted that the CMF executive committee – as previously directed by the board -- had addressed the issue of an endowment for CMF. He and other members of the committee presented the discussion points.

By unanimous common consent, it was agreed that the board will consider establishing a prospective endowment under the management of a 3rd party such as a community foundation or another like administrator, such that an endowment vehicle might be contingently available should a donor express an interest, until such time as CMF was past its initial startup and early growth phase, at which point a formal campaign for funding an endowment will be considered.

On-line Banner Ads:

Mr. Steck advised the board the executive committee will recommend a plan and policy parameters and gain board approval prior to beginning any banner ad prospecting.

After discussion of options and issues, there was board consensus to discuss the committee's pending recommendation as soon as developed.

Other Business:

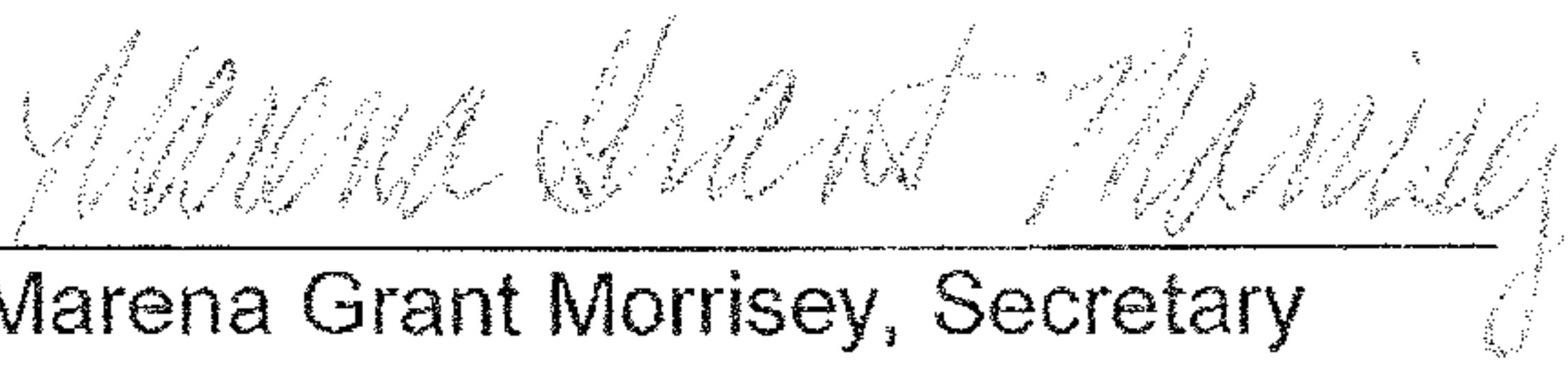
No other business was brought before the board.

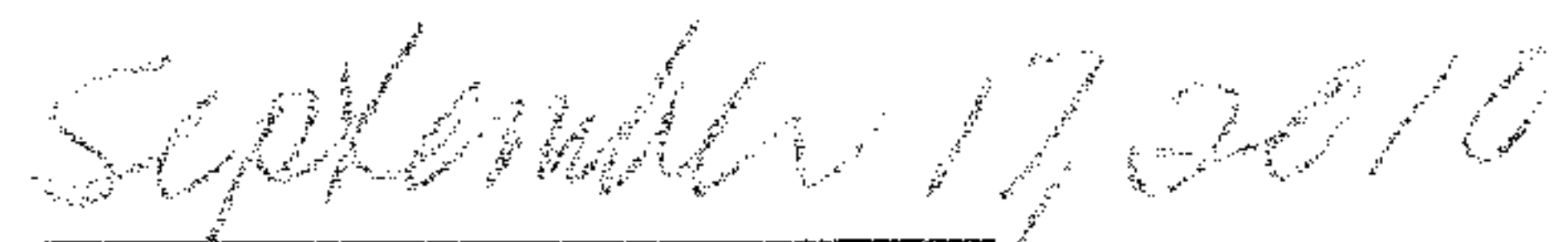
Next Meeting Date:

Chair Duda set the next regularly scheduled meeting of the CMF board for Thursday, September 16, 2010 at 9am at a location to be determined.

Adjourn:

By unanimous common consent, the board agreed to adjourn at 10:50am.


Marena Grant Morrissey, Secretary


Date