



Public Media

Issues & Voices that Matter

Carroll McKenney Foundation for Public Media, Inc. Minutes

for the
Thursday, September 23, 2010
Board of Trustees Meeting (#7)
9am
in the
Stephen McKenney Steck Board Room
at WMFE

Trustees present: Judith M. Duda, Chair; Manning Pynn, Vice Chair; Stephen McKenney Steck, President; Aldo Vivona, Treasurer; José A. Fajardo, Desta L. Horner, Nanci Schwartz, Charles S. Stuart, and Marjorie Bekaert Thomas. *(Total trustees present: 9 of 16 current trustees – 56%.*

Advisors present: Melanie Fernandez, CPA and Partner, Cross, Fernandez and Riley – Accountants and Consultants; and Rob Kammel, Kammel Morgan Design Group.

Trustees absent: Marena Grant Morrisey, Secretary; Linda W. Chapin, David Albertson, Robert Kovacevich, Bob Opsahl, Richard C. Steck, and Emerson R. Thompson, Jr. 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. She thanked trustee José A. Fajardo, president of WMFE, for again hosting the board meeting at the public broadcasting stations. Ms. Duda noted the presence of a quorum and called the seventh meeting of the board of trustees of Carroll McKenney Foundation for Public Media, Inc. to order at 9:15am. Ms. Duda noted that all trustees had previously been emailed an agenda and documents related to the issues to be addressed at the meeting. She asked each trustee and advisor to introduce themselves.

1st Anniversary Recognition & Comments:

Mr. Steck reported that CMF had recently celebrated the 1st anniversary of its on-line programming mission with the August 19, 2010 edition of *Central Florida Matters*. That edition featured an “anniversary” commentary by Mr. Steck which he played for the board. After discussion of CMF’s year long activities, accomplishments and 2nd-year goals, the board offered congratulations to all.

Approval of Minutes:

Nanci Schwartz advised that the Thursday, May 11, 2010 board minutes mistakenly noted her as being "present" when, in fact, she was not. It was also noted that David Albertson was listed as "absent" when, in fact, he was "present." By unanimous common consent, the minutes of the May 11, 2010 meeting of the CMF board were approved as amended.

Treasurer's Report:

Treasurer Aldo Vivona presented the August 31, 2010, 8-month year to date financial report. After discussion and by unanimous common consent the board acknowledged the report as presented.

FY '09 Audited Financial Statements & Auditors' Report:

Melanie Cross, CPA and partner, Cross, Fernandez and Riley – Accountants and Consultants presented the FY '09 audited financial statements and auditors' report.

Trustees asked Ms. Cross about issues in the report related to certain expense categories, in-kind payroll, and contributed services.

After discussion and by unanimous common consent the report was accepted as presented. Ms. Duda expressed thanks to Ms. Fernandez for the work the CFR team initiated for this report.

FY '11 Draft Budget:

Mr. Steck presented a draft revenue and expense budget for FY '11 (1/1/11 – 12/31/11) for discussion purposes. He noted that the final budget will be presented for approval at the board's meeting on January 20, 2011.

He explained what was and was not yet included in selected areas of the draft budget and solicited trustee discussion.

Review of Relevant Accomplishments Since Last Meeting:

Mr Steck reviewed relevant issues accomplished since the May '10 board meeting. Discussion centered on feature content, web analytics, work load, future content plans and the formats used to present the review material to the board.

On-line Advertising:

Mr. Steck presented a draft policy regarding parameters necessary to follow to solicit and place advertising on CMF web pages.

After discussion and by unanimous common consent, the board adopted the policy as presented.

Safe Deposit Box – Signatures & Key Locations:

Mr. Steck presented background to his recommendation to add a signatory to those already authorized by CMF's board approved corporate resolution to access CMF's safe

deposit box, and to locate an additional key with a responsible party for that box as well as CMF's post office box.

After discussion and by unanimous common consent, the board authorized as presented an additional signatory to those now having access to CMF's safe deposit box and the placement of an additional key to the safe deposit box and the post office box with a responsible party.

Mr. Steck noted that Cross, Fernandez and Riley – Accountants and Consultants had agreed to serve as the party holding the additional keys.

Other Business:


No other business was brought before the board.

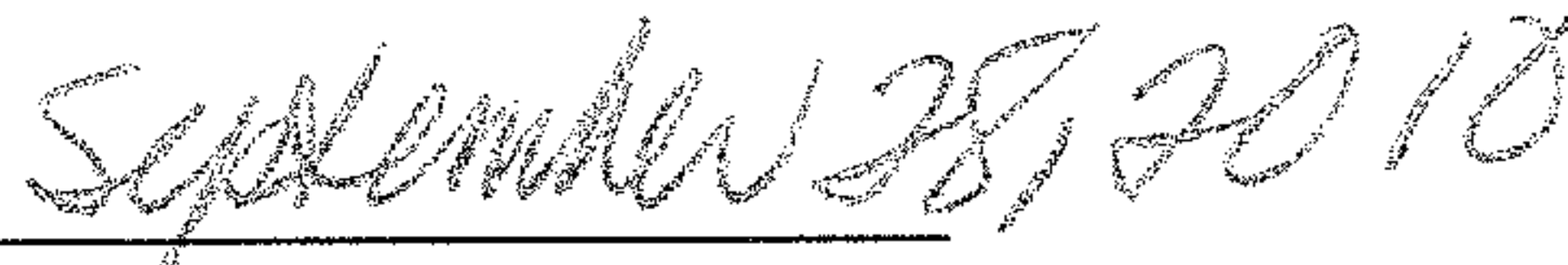
Next Meeting Date:

Chair Duda set the next regularly scheduled meeting of the CMF board for Thursday, January 20, 2011 at 9am at a location to be determined. This will be the board's annual meeting.

Adjourn:

By unanimous common consent, the board agreed to adjourn at 10:45am.


Marena Grant Morrisey, Secretary


Date