



**Carroll McKenney Foundation for Public Media, Inc.  
Minutes**

for the  
Wednesday, May 23, 2012  
**Board of Trustees Meeting (#11)**  
9am  
via telephone conference call

**Trustees present:** Charles S. Stuart, Chairman; Emerson R. Thompson, Jr., Vice Chairman; Stephen McKenney Steck, President; Aldo Vivona, Secretary/Treasurer; Manning Pynn, Immediate Past Chair; David Albertson; Judith M. Duda; Desta L. Horner; Marena Grant Morrisey; and Megan Sladek. (*Total trustees present: 10 of 13 current trustees – 77%.*)

**Trustees absent:**, Richard H. Lee; Ani Rodriguez; Nanci Schwartz. (*3 of 13 current trustees – 23%*)

**Advisors & Key Volunteers present:** Charles E. Miller, CMF feature photographer.

**Welcome, Establishment of a Quorum and Call to Order:**

CMF board chairman, Charles S. Stuart, welcomed trustees to the telephone conference call meeting. He asked Mr. Steck to call the roll of trustees.

Mr. Steck determined the presence of a quorum and noted that each trustee could hear and be heard. Mr. Stuart called the eleventh meeting of the board of trustees of Carroll McKenney Foundation for Public Media, Inc. to order at 9:05am (ET).

Mr. Stuart noted that all trustees had previously been emailed the meeting agenda and documents related to the issues to be addressed at the meeting.

**Approval of Minutes:**

For approval, Secretary/Treasurer Aldo Vivona offered the minutes of the January 27, 2012 annual board and membership meeting. By unanimous common consent, the minutes of the meeting were approved as presented.

**Treasurer's Report:**

Secretary/Treasurer Aldo Vivona presented the April 30, 2012, 4-month year to date financial report. He briefly noted certain minor revenue and expense exceptions and the causes for them. By unanimous common consent the board accepted the report as presented.

**CMF Production and Delivery Re-set:**

Mr. Steck described the reason for and the nature of the re-set in the manner by which CMF had begun to produce and deliver feature content different than it had in the first 3-years of its existence. He described the broad changes in the website and the kind of features to be produced. He noted the need to reevaluate the re-set on or before November 2013 with a goal of retaining the re-set or revising it toward other options.

After discussion and by unanimous common consent, the broad elements of the re-set initiative were approved as presented.

(Trustees Emerson Thompson and David Albertson left the meeting.)

**Review Web Analytics:**

Mr. Steck presented a summary of web analytics showing the number of on-line visitors and page views of the most recently completed month (April 30, 2012) and a cumulative 32-month summary of web data.

The board discussed facets of the reports and their meaning to CMF.

**2012 Board Meeting Dates:**

Mr. Stuart scheduled the following dates, times and location of the next two board meetings –

- By telephone on Wednesday September 26, 2012 @ 9am (or in-place at Citizens Bank of Florida at 9:15am if circumstance requires).
- In place on Wednesday January 23, 2013 @ 9:15am at Citizens Bank of Florida - annual meeting.

**Other Business:**

No other business was brought before the board.

**Adjourn:**

Chairman Stuart adjourned the meeting at 9:55am.

*Aldo Vivona*

Aldo Vivona, Secretary/Treasurer

*5-30-2012*

Date