



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

**Minutes**

for the  
Wednesday, September 26, 2012  
**Board of Trustees Meeting (#12)**  
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; Judith M. Duda; Desta L. Horner; and Megan Sladek. *(Total trustees present: 8 of 11 current trustees – 73%.*

**Trustees absent:** David Albertson; Richard H. Lee; and Marena Grant Morrissey. *(3 of 11 current trustees – 27%)*

**Advisors present:** Erick Kepfer, CPA, Senior Manager - Assurance Services, Cross Fernandez and Riley, LLP.

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

CMF board Chairman, Charles S. Stuart, welcomed trustees to the telephone conference call meeting. He determined the presence of a quorum and that each trustee could hear and be heard. Thereupon, Chairman Stuart called the twelfth meeting of the board of trustees of Carroll McKenney Foundation for Public Media, Inc. to order at 9:05am (ET).

Chairman 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 May 23, 2012 board meeting. By unanimous common consent, the minutes of the meeting were approved as presented.

**Treasurer's Report:**

Secretary/Treasurer Aldo Vivona presented the August 31, 2012, 8-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.

**Budget Revision:**

Mr. Steck described a minor revision to CMF's annual budget necessitated by conforming revenue and expense budgets to the amount initially approved by the board at the start of the fiscal year from the incorrect amounts erroneously being used in reports. The revision which, for expediency's sake, has already been implemented in the July 31, 2012 reports, with the prior acknowledgment and consent of CMF's chairman, vice-chairman, and treasurer, was noted to lower the annual expense budget by \$835.84 to a new total expense of \$27,241.16. Additionally, annual revenue adjustments were increased by \$926.82 bringing the overall ending balance to \$9,951.60 versus the initial board approved ending balance of \$9,024.78.

After discussion and by unanimous common consent, the board approved the revision as described.

**FY '11 Annual Financial Audit:**

To present the annual financial audit, Mr. Vivona called on Erick Kepfer, Audit Manager, Cross, Fernandez and Riley – Accountants and Consultants. Mr. Kepfer reviewed CFR's audit wrap up document and the audited financial statement each covering CMF's 2011 January-December fiscal year.

After discussion and by unanimous common consent, the board accepted the reports as presented.

Chairman Stuart expressed CMF's gratitude to Mr. Kepfer and his colleagues at CFR for their fourth consecutive year of assistance to CMF.

**Discussion Issues:**

**Board member resignations:** Mr. Steck advised that trustees Nanci Schwartz and Ani Rodriguez had tendered their resignations since the board last met. The size of the board now totals 11 trustees. The nominating committee will review board composition at its next meeting.

**CMF's 3<sup>rd</sup> anniversary:** Mr. Steck noted that on August 27, 2012, CMF concluded three full years of on-line programming from its launch in August 27, 2009.

**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 (August 2012) and a cumulative 36-month summary of web data.

**CMF re-set update:** Mr. Steck reviewed the activities remaining to be implemented to complete the mission and content re-set approved by the board at the May 2012 board meeting. He advised that the entire re-set will be assessed in late fall of 2012 by the board.

**Advertising campaign:** Mr. Steck updated the board on the completion of CMF's first advertising campaign and the start of its second – this one featuring just on-line advertising and the possibility of some paid social media elements.

---

**Next Meeting Date:**

Chairman Stuart noted the next meeting would be the board's annual meeting and would be conducted in-place versus by telephone. He set Friday, January 25, 2013 at 9:15am at Citizens Bank of Florida in Oviedo. He asked Mr. Steck to poll the board to determine if this is the most feasible date for a majority of trustees.

**Other Business:**

No other business was brought before the board.

**Adjourn:**

Chairman Stuart adjourned the meeting at 10am.

*Aldo Vivona*  
Aldo Vivona, Secretary/Treasurer

10-3-2012  
Date