



WMHT Public Media
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**WMHT Educational Telecommunications
WMHT Board of Trustees Meeting Minutes
September 28, 2017**

A Meeting of the WMHT Board of Trustees was held on June 22, 2017 at WMHT, Troy, New York. Karen Hitchcock, Chair of the Board of Trustees, presided.

Present

Karen Hitchcock	Kathy Jimino
Jane Altes	John Kolb
Robert Altman	Karen Opalka
Prentiss Carnell	William Picotte
Gloria DeSole	Joseph Raggio
Doris Fischer Malesardi (phone)	Viki Sand
	Carl Shuster

Excused

Mona Golub	Estela Rivero
Annemarie Lanese	Harry Rutledge
Lee A. McElroy Jr.	Joseph Richardson
Steady Moono	Maggie Vinciguerra
Susan Novotny	Eugene Zeltmann

Also Attending

WMHT Staff: Sandra Beer, Val Belden, Bob Cummings, Mary Gribulis, George Hauenstein, Chris Hays, Julie Raskin and Chris Wienk.

Call to Order

Dr. Hitchcock called the meeting to order at 4:05 PM.

***Consent Agenda
Items***

On a motion by Ms. Jimino seconded by Ms. Sand the consent agenda of minutes and notes listed below were unanimously approved by the Board of Trustees.

Minutes and Notes

- June 22, 2017 Board Meeting
- June 21, 2017 Community Advisory Board
- July 13, 2017 Investment Committee Meeting
- August 8, 2017 Executive Committee Meeting
- September 6, 2017 Audit Committee Meeting
- September 14, 2017 Finance Committee Meeting
- September 19, 2017 Development Committee Meeting
- September 25, 2017 Strategic Planning Committee Meeting

***Corporate
Resolution***

Ms. Raskin presented the corporate resolution to authorize entering into a lease on a Honda van.

On a motion by Mr. Picotte, duly seconded by Ms. Jimino the Corporate Resolution to enter into a Closed-End Lease with HVT, Inc was unanimously approved by the Board of Trustees.

On behalf of the Board Mr. Altman and Ms. Raskin were signatories on this motion and Mr. Shuster as Secretary signed off.

***Finance Committee
Report***

Mr. Altman noted the FY17 year-end financial statements. It was a very good year. The current year is off to a reasonable start as well. As of the end of August net income before depreciation is \$21,688 better than budget and \$16,509 worse than prior year..

***-Development
Committee Report***

Mr. Shuster reported that the Development Committee met and is looking at renewing efforts with the engagement by the trustees. The committee will be in touch with board members with ways that each can get involved.

**Strategic Planning
Update**

Mr. Kolb reported that the committee has been preparing materials for the board retreat and a dashboard as a way to report regularly to the Board. Mr. Altman introduced the first iteration of this dashboard that tracks key performance indicators.

**Content &
Engagement Strategies**

Mr. Hays described the new Digital First content and engagement strategies. WMHT has multiple digital platforms. People use media in a more frequent and personal way, so WMHT is working on producing daily content. This will lead to more engagement and investment from the audiences.

The Content and Engagement Team is focused on four areas. Three areas are outwardly focused content areas: Civic/Public Affairs, Children/Education, and Arts/Culture. The fourth area of focus is our own marketing and promotion strategy....telling our own story.

President's Report

Mr. Altman thanked Mr. Hays for his presentation. Mr. Altman extended gratitude to Mr. Shuster for inviting WMHT to be included at one of his house concerts. Mr. Altman call the Trustees attention to the annual diversity and inclusion report.

Chair's Report

Dr. Hitchcock thanked Mr. Kolb on his leadership with the strategic plan. She asked trustees to start thinking about how WMHT can better assume its role as a leader in preparation for the upcoming Board Retreat on October 23.

Adjournment

On a motion by Ms. Sand seconded by Ms. DeSole, the board unanimously approved adjourning the meeting. The meeting was adjourned at 5:40 PM

