I. Call to Order – 10:10 a.m.

II. Attendance – Lori Durham

Members Present
John Timpe, Chair Adviser, Center for Student Media
Mike Naughton Student Government Representative
Ryan Traher Student Government Representative
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David Johnson Professional Print Journalism Representative
Dave Luckin Radio Professional Broadcasting Representative
Dr. Paula Horvath-Neimeyer Faculty Representative
Karen Feagins TV Professional Broadcasting Representative

Members Absent
Jordan Dry Student in Communication Major

Others Present
Connor Spielmaker Station Manager, Osprey TV
Lizzie Russo Station Manager, Osprey Radio
Lori Durham, Secretary Office Manager, Center for Student Media
Lantz Starratt Co-CSM Business Manager
Jason Kellum Digital Editor, Spinnaker
Veronica Perez Co-CSM Business Ad Sales Executive
Ray Dennis Candidate for Student in non-communication representative
Mr. Bobby Starratt Parent of Lantz Starratt
Ms. Donna Starratt Parent of Lantz Starratt

I. Welcome – John introduced the board and their department affiliation, guest Ray Dennis, candidate for non-communication student representative and the Starratts, Lantz’s parents. With the board’s permission John moved to new business first.

II. New Business
a. Hearing for consideration of resignation of co-business manager, Lantz Starratt
   i. Lantz addressed the board members with a statement he had prepared.
   ii. David Johnson made the motion to accept Lantz’s request, including his resignation. Paula seconded the motion. Vote taken by roll call. Six yes, no nays, no abstentions. Motion passed unanimously.
   iii. Lantz thanked the board for accepting his resignation.

b. Hiring for Summer/Fall Candidates
i. Normally we would meet first week of the month, but pushed this meeting forward to the last Wednesday of the month because sometimes we have more than one leader leaving and to accommodate the interviews we sometimes have to have a second meeting close after the first meeting. In this case, we’d have the second meeting soon after in April.

ii. One issue is that for leaders continuing to the next semester, we give you feedback from their staff to look over to decide whether or not to give them a pass through because things are going great or whether you want them to re-interview. We have to allow two weeks to post the position for any student graduating. At this point we only have one student graduating.

iii. David Johnson asked for clarification on the process of renewal for leaders and the end of the semester. In the old by-laws, we hired the leaders for the year and hired them in the fall. In the newer bylaws, the hire is only for one semester, but now we aren’t going to necessarily put you through the interview process again to continue to the spring. But now it seems like we are discussing continuance from the end of the spring semester to either the summer and or the fall. The bridge is different there.

iv. John replied that Summer/Fall is one semester, and the board can say that they serve semester to semester, but the bylaws allow for you to come in and evaluate the student leaders that want to continue and that you don’t have to re-interview.

v. David Johnson feels that we should make the cutoff at the end of the semester to allow opportunities to other students who might want to apply. Karen agreed with this and John said we could post all positions, 2 weeks out, and then we can review from there. Dates for March meeting will be left as they are and will adjust if a large number of applicants.

c. By-laws appeals process

vi. CSM does not currently have an appeals process for when the board disciplines leaders. John asked board to consider if we should implement one and who they might appeal to. This can be put on the agenda in April since this is the time that we usually review bylaws for changes.

c. Planning for Auxiliary Budget Proposal

i. John thanked the board for recommending that the CSM departments converge their auxiliary budgets. John has spoken with Devany Grove and Christine Malek. They agreed that this would not be a problem and will go before the Auxiliary Oversight Committee. The leaders will go ahead and meet to plan for this joint auxiliary budget. They will evaluate, review and project for next year. Hope to have this done and emailed to the board prior to the next meeting. This will be effective July 1, 2013.

d. Media Outlet Reports

i. Veronica – The business office has hired a new promotions director, Courtney Clayton, public relations major, and an assistant promotions director and five sales staff and a sales manager. They will have a weekly meeting on Wednesdays at noon. The new promotions director will start meeting with each leader this week to see what their needs are. They will start doing Market Days again, and will keep up the Twitter and Facebook.

ii. John – Veronica has quickly gotten things up to speed last week and was able to clean up some relationships with three vendors, Comedy Club, Full Core, and
Best Bet, who has expressed interest for all platforms but not signed on dotted line yet. Full Core will not advertise because their product is not on campus any longer. Instead of co-manager the CSM business office will have an advertising sales manager to assist.

iii. Connor – Biggest news is that SG approved the Special Request of $11,445.00 for the news kit so OTV can patch and do live filed work. They are waiting on the transfer to be completed before they order. They have five new volunteers coming in on a consistent basis, 4 videographers and one behind the camera. Met with Professor Goodsell with the Department of Communication about UNF Now airing on OTV. John and he discussed this and they will hold off for now until they see where they are going with their show. OP does a thing called Campus Movie Fest, where students are given a camera and a laptop to make a movie. When done may give to us to air on our channel. OTV will be hosting the CSM debate and will be live on channel 170. Osprey TV is looking to open the conversation with Athletics to air the basketball games on channel 170. We first tried to reach ESPN before going across the street. Discussion was made on whether we could air games on Comcast channel. Again, it has to be educational. OTV is still waiting on signatures from FSCJ.

iv. John Timpe on behalf of Lindsay. – Lindsay is delivering papers this morning since the distributor is out. Things are ok. They need to do more planning with graphics and illustrations. The only thing keeping them from being the best they can be is due to planning and Spinnaker News going through growing pains with new editors. They will meet with them to give the guidance. A&S budget for the next fiscal year was released in the past two days. There will be a public forum Friday. Senate will meet on Monday. Osprey Radio agreed to move the Promotions Director to CSM with hope they would get a programmer, but this didn’t happen. They stayed the same budget-wise, and OTV did, too. Spinnaker got a 10% cut in the subscription line, so Lindsay will have to figure out how to make up for the $6,000 cut. Different remedies available to explore such as coin boxes on the newspaper boxes, or reduce number of papers we print, but this could affect advertisers. The other alternative would be to lay people off. We will wait and see what happens with the budget.

v. Lizzie – Osprey Radio is still looking for an audio director. Applicants may not realize they are supposed to be familiar with news. They will have to divide programming position among the staff. They currently have a secure base of DJs.

vi. Jason – Digital got some critiques on the website from professionals before submitting for the Pacemaker. They are looking for design volunteers interested in getting their work published and to have designs ready for stories when they get them from the news team. They are keeping Catherine on as content editor with a volunteer assistant content editor coming in. They still need a database programmer. Digital is working with Courtney in promotions to promote the site and getting more ad sales. She will have the social media responsibilities. The football story had the highest clicks yet with 1200 clicks. John - The sports editor broke the story and city had to catch up with him. He will probably get the Silver Sow for that.
vii. Paula –Asked if Digital had an app. Jason explained they do not currently have an app. They have been focusing on the news site and the special project they are on. But plans to work on this soon.

III. Old Business

a. Vote on Jan. 9, 2013, meeting minutes
   i. No modifications were suggested. Paula moved to approve. David Johnson seconded. Vote taken by show of hands. 5 Yes 1 Abstention. Majority vote to approve. Motion passed.

b. Non-Communication Student Board Candidate
   i. Candidate from Coggin College of Business, Ray Dennis. He is working on his MBA and has worked for a little over a year on campus as a systems engineer. He had worked for Baker Hughes as deployment leader. Hopes to specifically help with digital stuff. As he works on his MBA hope to learn and help more with the business stuff. He was the engineer for the ShareStream implementation, which is digital access management. Paula asked why media. Ray - Technology is awesome and CSM has a lot of technology.
   ii. David Johnson made the motion to accept Ray Dennis as the non-communication student representative for CSM. Paula seconded motion. Vote taken by roll call. Majority vote of 6. Motion passed.

c. John – John discussed the budget and fund balance and special request for next year. Fund balance is there for safety reasons. Some scholarships are funded from the interest off the SG fund balance.
   i. David – Wondered whether or not we couldn’t have a student fee to go toward the media. Some public universities do have this.
   ii. Zack asked if Spinnaker’s goal was to become independent.
   iii. John- Spinnaker reached an agreement with the University years ago that they have editorial independence. Some administrators here see this as editorial independence but also independent liability, as well. There is not a fully formed unified possible position from administration on exactly what we are talking about. This may come to head this year when Osprey Radio looks to apply for a LPFM license and they go to talk about whose name is on the license. If it’s the university proper, that’s the model where the University says it takes full responsibility. The other option is the direct support 501C3 organization, like UNF has for MOCA. You have to do background checks on whoever is on it. If the University’s name is on it they have to go to BOT and do backgrounds checks on whoever is on BOT. There are Pros and Cons. The third option is to have completely independent 501c3 members made up of stakeholders from on and off campus, like this board, and where university has no say directly on how things are operated or on content. We don’t want the educational mission to get lost. CSM departments all want to move and go on as one body. When this decision has been made we will better know how to move forward. This touched on three of the old business items.

d. Spinnaker newspaper boxes with Coke logo
   i. Once Best Bet signs the new agreement, we can move forward with this. Veronica has been working on this.

e. Agreement with FSCJ on channel 26
   i. Touched on this earlier.

f. Osprey Radio LPFM License window
i. Still some appeals out there from others, so our engineer can’t do the frequency search yet.
g. CSM Content Liability
   i. John Received a quote back. It’s a little over $4000.00. for liability content insurance for the business office and CSM. It will be a factor in determining the budget for next year. It’s a factor of how much more revenue our office can bring in.

IV. Adjournment – 11:40 a.m.