I. Call to Order – 10:06 a.m.

II. Attendance – Lori Durham

Members Present
John Timpe, Chair Adviser, Center for Student Media
Alin Cepoi Student Government Representative
Christopher Brady Student Government Representative
Ray Dennis Student in Communication Major
David Johnson Professional Print Journalism Representative
Dr. Paula Horvath Faculty Representative
Karen Feagins TV Professional Broadcasting Representative
Dave Luckin Radio Professional Broadcasting Representative

Members Absent

Others Present
Jacob Harn Editor-in-Chief, Spinnaker
Connor Spielmaker Station Manager, Spinnaker Television
Lizzie Russo Station Manager, Spinnaker Radio
Veronica Perez Spinnaker Business Manager
Jason Kellum Digital Editor, Spinnaker
Lori Durham, Secretary Office Manager, Spinnaker Media
Carlo Fassi Student Body President
Catherine Byerly Enterprise Editor, Spinnaker
Mason McGough Candidate Spinnaker Radio Station Manager
Ashlee Young Candidate Spinnaker Radio Station Manager
Margaret Dodds Candidate Spinnaker Radio Station Manager

I. Welcome – John welcomed everyone back and reviewed order of agenda.

II. Old Business
   a. Vote on Feb. 6 and March 27, 2013 meeting minutes
      i. David J. motioned to approve the minutes. Seconded by Chris B. Vote was taken by show of hands for those present; all in favor, motion passed.
   b. Agreement with FSCJ on Channel 26
      i. FSCJ will stop partnering with Comcast. General Counsel is trying to find out if Comcast is still providing educational opportunities to Universities in the area.
c. Osprey Radio LPFM license window
   i. University recommended going with an engineer and an attorney they have worked with in the past. They have secured contracts and are ready to route them. Window for FCC application opens in middle of October.

d. CSM Content Liability Insurance for Media
   i. Left it after last spring meeting that we would pursue other avenues for revenue. We don’t anticipate acquiring $4000 in additional revenue at this time to make this purchase.

III. New Business
   a. Interview Spinnaker Radio Station Manager candidates
      i. Interviews will be held to 10 minutes. Leaders spoke as to type of leader they are looking for: someone passionate, enthusiastic, good management skills, and future plans for the station. Lizzie said if conditions aren’t right, she would rather not have the LPFM license if content with Institutional agreement is not right. Something to consider when asking about that in the interviews.
      ii. Ashlee Young – Junior at UNF with major in multimedia and works fulltime. Radio was her passion in high school. Listens to radio on her phone. She has a lot of friends in the industry. She would leave her current job if given this one.

      Chris asked about management style. She has the experience. She would break down the barriers, get to know staff, build trust, and help them to work on goals. Currently supervise over 60 people.

      She is not that informed on the LPFM license. Would have to research.

      If she felt pressure from the university regarding content, she would have to weigh the pros and cons of story first.

      New ideas she would like to see: would like to get more recognition and credibility, increase listening base.

      iii. Margaret Dodds – She is from Miami and her passion for music began there. She finds radio very inviting, comfortable and at home. She likes the music at Spinnaker Radio; it seems organized as far as operations go. Likes the programming, but would add more programming. She likes the idea of it online and would like to continue to have concerts. Would like to work with Osprey Productions or reps like Red Bull. She does not have any experience for radio stations, just writing. She is a PR major. She would try to improve on different genres or coverage of local shows in Spinnaker magazine to increase audience. Does not have any management skills. If she had a leadership style, she would be a good communicator. She is aware of LPFM license pursuit, would be in favor of it. GPA is getting better after a downward turn due to personal reasons. She doesn’t know what she will do when she graduates but wants to be around music.

   b. Marc Snow – General Counsel’s Office
      i. John explained that in February’s meeting concerns were brought up in regard to the bylaws and appeals for disciplinary issues with student leaders. Is this the best model?
ii. Marc – University looks at making sure that everyone gets the chance to exhaust administrative remedies on site before going to a third party. Dr. Gonzalez likes the students to have the opportunity to speak. He feels our bylaws are well-written and it would be a good thing to have that appeals consideration in them. He also counseled to take care in discussing student GPA specifics related to interviews in a public forum.

c. Interview third Spinnaker Radio Station Manager candidate
   i. Mason has worked in radio since 2012 as the music director under three different station managers. He feels he has gotten the gist of what works and what doesn’t. He would come up with practical ideas, feasible methods to get our name out there. Wants to work with the jazz department to host them on-air and tell what their services are. He says he can juggle school and work. He is aware of the LPFM license application and would pursue it.
   ii. Board discussed pros and cons of each candidate. Ashlee had the management experience, Mason the most experience since he worked in Spinnaker Radio. Lizzie would like to hire externally but looks like Mason best candidate. Karen discussed possible additional candidates, and John confirmed there is option to open the window again. If that were the case, as music director, Mason would still be the interim manager.
   iii. David J. motioned to hire Mason McGough as radio station manager. Paula seconded motion. Voice vote taken. 7 yes, no nays. All in favor, motion passed.

d. UNF Statement of Institutional relationship with Spinnaker
   i. Board had received the old Institutional Agreement with University and Spinnaker and today they have a hard copy of the new proposed revision to that Institutional Agreement to be voted on and then sent to Student Affairs for Dr. Gonzalez to approve. To be binding, the agreement likely would need signatures of Dr. Gonzalez and President Delaney or designee. John read the contents of the agreement and pointed out the particular changes.
   ii. Discussion over changes. This would move them toward more like a club or fraternity/sorority. This document would make Spinnaker Media affiliated to the University but not directly reporting to Student Affairs. The student leaders have said they are a unique organization on campus. They don’t want to be fully independent. What will be the best for everyone involved in four to ten years? This will protect everyone involved. Paula – historically have had a very good relationship with the University. Always a chance that things can change when you have a change in administration, from President down. Good to have something in writing to basically cover First Amendment rights. With an LPFM license, we will want for things in the statement to change to cover content students generate besides news. There are mixed legal interpretations on whether the statement is legally binding.
   iii. Paula motioned to approve the Statement of Institutional Agreement with Spinnaker with the changes that John mentioned. Alin seconded motion. Voice vote taken, all 7 yes. Motion approved. Board member Chris Brady had to leave for class.

e. By law Revisions
   i. Name change to Spinnaker Media. Osprey Radio and Osprey TV chose to change their name to Spinnaker Radio and Spinnaker TV to create constant brand awareness and to show convergence of the organization known as
Spinnaker Media. Student Affairs is ok with Center for Student Media changing their name to same. Board will choose if they are good to change their name from Center for Student Media Advisory Board to Spinnaker Media Advisory Board. Karen made the motion to change name to Spinnaker Media Advisory Board. Paula seconded. Voice vote taken. 6 yes, no nays. Motion passed

ii. Change in Student Body President’s representation on the Board – Currently the Student Body president delegates two reps and cannot serve on the board. President revisited his interest in serving on board himself. There are ways we can relook at this. We can put it back to the way it was where the Student Body president had one representative and the Senate president had one representative. Or, we keep it as is now, or change it so Carlo has two representatives and he can be one of them, or lastly change it so Carlo can serve and that’s the position. John presented some thoughts from others and things to consider. Quorum may change. Also, currently balanced with 4 students and 4 professionals. Leaders expressed their thoughts. Connor – It’s pointless when we don’t allow him to serve but he is appointing them anyway. But feels others should be appointed for those departments not represented. The voice of the students is already there. Carlo feels that the two that are representatives are going to make their own decisions. He also feels the Senate president should have a representative and at least two SG representatives should be on the board. Recommends language be written to portray 4 student representatives, Student Body President or his or her designee and the Student Body Senate President or his or her designee. Paula, expressed concern that we do need to have a professional for business and digital. If we did increase, then there would be more professionals than student representatives. Carlo questioned the non-com student representative and its effects on this. Connor suggested and John elaborated that another option was for the leaders to vote among themselves to send a student representative. Question was asked regarding continuing discussion to next board meeting. John said Student Affairs encourages bylaw changes be made once a year, so if we set this aside today, we will have to wait a year to change by-laws again. Catherine asked to speak and made suggestion to find student from the Master’s program for Student Affairs. Veronica suggested a student from Business department and a professional for digital. Carlo suggested that student to non-student balance could be maintained if a student was made chair. Connor recommended keeping John Timpe as chairperson. Paula made the motion to change board to 6 students voting (including student leader representative and Coggin College of Business student) and five professionals to include a digital media professional. Karen seconded. Voice vote taken. Motion passed with five yes.

iii. Karen made motion to change quorum to six voting members not including the adviser. David seconded the motion. Voice vote taken. 5 yes. Motion passed.

iv. Paula motioned to revise bylaws conditionally to be consistent with the changes in the Institutional Agreement if signed into regulation. Seconded by Alin. Voice vote taken. 5 yes. Motion passed.

v. Students have revised policies. John will email revised copies for review. No vote is needed. Barring sudden approval of the revised statement and bylaws, the policies will go to Student Affairs for approval.
vi. Revision of appeals process. With the Institutional Agreement it’s the way it is now and you have the final say. If you want to have an appeals process you can. Board agreed to table this.

vii. Revision of Language Regarding Academic Standing. Student leaders felt that the language is confusing. If we change the language to read “not on academic suspension or probation”, it would be clearer. The board reserves the right to give the student a pass for the semester. David Johnson motioned to approve the two changes. Karen seconded. Voice vote taken. 5 yes. Motion passed.

viii. Revision of Board’s authority. Vote was just taken on this.

f. Discussion of Department Policies.
   i. John will email these to the board.

g. Review of Spinnaker media requests to the Auxiliary Oversight Committee
   i. Spinnaker Media needed to make special request of $20k out of reserves of $200K. $8k more for printing of the magazine and other one-time initiatives.

h. David motioned to waive media outlet reports. Paula seconded.
   i. Catherine would like to have time to review before speaking on the topic she had come to discuss.
   ii. Veronica has had issues with sales staff, including finding enough viable candidates at UNF, so she has started new position called a fundraising coordinator. If we bring in $5k we can start a foundation account for donations.
   iii. Connor would like to propose to put into the calendar a mid-summer board meeting in case any concerns arise. No preference to June or July. Office manager will put on March meeting agenda to decide on which month during the summer to schedule the meeting.

IV. Adjournment – 12:52 p.m.