

Spinnaker Media Advisory Board Meeting Minutes

Friday, October 4, 2024, 9:00 a.m. on Zoom

Call to Order – 9:00 a.m.

Attendance

Members Present

Amanda Cox	Director of Spinnaker Media
Ken Thomas	UNF School of Communication Faculty
Ash Faulkner	Department of English Faculty Member
Francine Frazier	Professional Web Representative
Carianne Luter	Professional Digital and Social Media Representative
Rich Jones	Professional Broadcast Radio Representative
Paul Runnestrand	Professional Print Journalism Representative
Sam Foley	Professional Business Representative
Staci Spanos	Professional Broadcast TV Representative
Alena Mika	Student Representative
Charlie Mapps	Student Representative
Kai Burgess	Student Representative

Members Absent

Kaylie Phillips	Student Representative
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Others Present

Ishi Sharma	Spinnaker Radio General Manager
Laura Filipov	Spinnaker TV General Manager
Collin Frye	Spinnaker Creative Services Director
Madelyn Shneider	Spinnaker Editor-In-Chief

Welcome

Amanda greets the Advisory Board.

New Business

The Advisory Board interviews Raquel Rodrigo for the Spinnaker Business Manager position. Raquel introduces herself and shares three strategies for achieving the \$26,000 revenue goal. Raquel's strategies include increasing student engagement with the website, creating a client newsletter, and identifying small businesses that offer products within students' budgets. Sam asks whether Raquel would be comfortable walking into a business and talking with the manager. Raquel explained that she had to speak with strangers at a previous job. Francine asks

if Raquel would be interested in another position as Spinnaker if she didn't get the Business Manager position.

The Advisory Board interviews Abigail Nichols for the Spinnaker Business Manager position. Abigail introduces herself and shares three strategies for achieving the \$26,000 revenue goal. Abigail's strategies include writing sponsored content articles, utilizing promotion videos online, and growing advertising on Spinnaker Radio. Sam asks if Abigail would be comfortable knocking on doors. Abigail answers that she is comfortable knocking on doors when she owns her own vending machine company. Francine and Abigail talk about how Abigail would train the rest of the department on how the business team works. Rich and Abigail discuss the balance of leading and delegating.

The Advisory Board discusses the candidates. Sam motions to hire Abigail, and Rich seconds the motion. A voice vote is taken—the motion passes unanimously. Sam suggests recommending that Abigail hire Raquel as a sales executive.

The Advisory Board councils Ishi on a matter regarding Spinnaker Radio.

Old Business:

The Advisory Board votes on the August 2, 2024, meeting minutes. Francine motions to approve the minutes, and Sam seconds the motion. The minutes are approved unanimously.

Announcements:

The next meeting will be on November 1, 2024, at 9:00 a.m.

Adjourned – 10:05 a.m.