

Spinnaker Media Advisory Board Meeting Minutes

Friday, March 5, 2021, 9:00 am, Zoom

Call to Order – 9:04 am

Attendance –

Members Present

Mo Baker, Chair	Adviser, Spinnaker Media
Rich Jones	Professional Broadcast Radio Representative
Steve Patrick	Professional Digital Media Representative
Kenneth Thomas	UNF School of Communication Faculty
Staci Spanos	Professional Broadcast TV Representative
Paul Runnestrand	Professional Print Journalism Representative
Tarik Minor	Professional Broadcast TV Representative
Sydnee Batzlaffs	Student Representative

Members Absent

Sam Foley	Professional Business Representative
Alksandra Masabni	Student Representative

Others Present

Darvin Nelson	Editor-In-Chief, Spinnaker
Carissa Marques	Creative Services Director, Spinnaker
Sydney Chatani	Radio General Manager, Spinnaker
Robert Lessen	Assistant Business Manager
Amanda Cox	Secretary, Spinnaker Media Office Manager

Welcome

New Business

- a. Select Interim Business Manager
 - i. Mo reports to the Advisory Board that Aryan resigned to focus on school and asks the Advisory Board to consider the Assistant Business Manager, Robert Lessen, for an Interim Business Manager position until Spinnaker can recruit a Business Manager.
 - ii. Robert Lessen introduces himself as the Assistant Business Manager, reviews his resume, noting that he served 15 years in the military where he learned leadership skills. Robert also notes that he has a Bachelor's degree in Marketing and is pursuing a second Bachelor's degree in Chemistry. Robert provides the Advisory Board with an update on the Business Department, noting that the Taylor Leadership Institute and the DDI recently purchased ads. Robert also mentions that Spinnaker has

been awarded an additional \$1,500 in SLS funds to advertise UNF events, but outside business is lackluster.

- iii. Rich asks how Robert is handling the transition to remote. Robert responds that he finds overcommunicating works well and keeps everyone informed, and allows him to pick up the slack if needed. Staci asks if some clients have giving reasons what they are not coming back. Robert explains that they are not getting back or saying that they hope to do business with Spinnaker in the future.
- iv. Mo asks if there is a motion to appoint Robert as the Interim Business Manager. Steve move to make Robert Lessen the Interim Business Manager; Staci seconds. A voice vote is taken; the motion passes unanimously.

b. Leader Updates

- i. Carissa updates the Advisory Board on Creative Services, noting that most of the team is graduating at the end of summer. Carissa reports that she has been working with the School of Communication to promote the positions that will open at the end of the semester. Carissa also notes that Creative Services and News have been working on a digital zine Freshmand guide.
- ii. Darwin updates the Advisory Board on Spinnaker News on the SG debate coverage and upcoming SG election coverage. Darwin informs the Advisory Board Darwin also notes that he is working with Carissa to make Spinnaker more accessible to students with Instagram and tabling.
- iii. Sydney updates the Advisory Board on Spinnaker Radio on the updates to social media, the recruitment of new volunteers, and new content. Sydney also notes that the Spring Concert was postponed due to Covid concerns.

c. Radio Automation Software Update

- i. Mo updates the Advisory Board on the progress of finding a replacement radio automation software. Mo notes after careful consideration, the team has decided to pursue ENCO DAD, the same software used by the local NPR station.

d. Update on FY22 Budget

- i. Mo reminds the Advisory Board that Spinnaker will face funding changes and a substantial minimum wage increase in FY22. Amanda gives a brief review of the FY22 Spinnaker's funding sources, FY22 budgets, and an explanation of the various expenses covered by each funding source. Amanda also notes that Student Government will provide funding for marketing and promotional materials and the unfspinnaker.com domain. Steve asks about the price of the domain. Amanda responses that the price includes the domain, hosting services, a WordPress template for student media, support, and training.

e. Spinnaker's Future Moving Forward

- i. Mo updates the Advisory Board on the possibility of Spinnaker moving to the School of Communication. Mo explains that she is working with Dr. Parmlee, the School of Communication chair, on the details. Steve asks if this means the Advisory Boards would merge. Mo says that her understanding is that they would be autonomous due to the separate funding sources. Ken agrees with Mo and said that the hope is for more student involvement and increased faculty involvement and strengthening the program. Mo notes that Dr. Parmelee would like to attend a Spinnaker Advisory Board Meeting to answer any questions the Board may have.
- f. SG Volunteers in FY22 – item postponed until April 2, 2021 meeting.

Old Business:

Advisory Board votes on January 15, 2021, Meeting Minutes. Staci moves to approve January 15, 2021, Meeting Minutes. Rich seconds the motion. Voice vote is taken; motion passes unanimously.

Announcements:

The next Advisory Board Meeting will be on April 2, 2021, at 9:00 am. Quorum is needed for the April 2, 2021 meeting to vote on Spinnaker Bylaws and Spinnaker Leaders for Summer and Fall 2021.

Adjourned – 9:42 am