

# Spinnaker Media Advisory Board Meeting Minutes

Friday, April 7, 2023, 9:00 am on Zoom

**Call to Order** – 9:02 am

## Attendance

### Members Present

Amanda Cox	Director Spinnaker Media
Linda Howell	Department of English Faculty Member
Rich Jones	Professional Broadcast Radio Representative
Ken Thomas	UNF School of Communication Faculty
Paul Runnestrand	Professional Print Journalism Representative
Staci Spanos	Professional Broadcast TV Representative
Francine Frazier	Professional Broadcast TV Representative
Grace Dvorovy	Student Representative
Kensie Georges	Student Representative
Tate Rosenberg	Student Representative

### Members Absent

Tarik Minor	Professional Broadcast TV Representative
Sam Foley	Professional Business Representative
Toby Dobson	Student Representative

### Others Present

Carter Mudgett	Spinnaker Editor-In-Chief
Lisa Marino	Spinnaker Radio General Manager
Pablo Caballero	Spinnaker Business Manager
Kara Scarbrough	Spinnaker TV General Manager
Winston Davis	Spinnaker Creative Services Director
Robert Lessen	Secretary, Spinnaker Media Office Manager

## Welcome

Amanda greets the Advisory Board.

## New Business

The Advisory Board review the Leader Evaluation Survey from Spring 2023.

The Advisory Board interviews Rodrigo Arias for the Business Manager position. Rodrigo reviews his resume. Rich asks Rodrigo to describe his experience in customer service and how that could benefit Spinnaker. Rodrigo talks about his experience upselling and mentions that he

believes in the Challenger Model of sales, where you push the envelope, offering solutions to the customer's needs. Staci asks if Rodrigo has worked at Spinnaker before. Rodrigo answers that he spent time in Business watching Pablo and volunteered in Spinnaker TV a few times. Francine asked about Rodrigo's experience managing a team, and Rodrigo mentioned that he was responsible for onboarding team members at Publix.

Rodrigo leaves the room for the Advisory Board's discussion. The leaders talk about Rodrigo's leadership style and reliability. Francine says that she's impressed with the respect the other leaders have for Rodrigo, and Ken observes that Rodrigo seems dependable.

Rich moves to hire Rodrigo for the Spinnaker Business Manager position. Francine seconds the motion. A hand vote is taken. The motion passes with Tate abstaining from the vote.

The Advisory Board interviews Mitchell Brangaccio for the Creative Services Director position. Mitch introduces himself and reviews his resume, highlighting his time as Art Director in the Creative Services Department. Rich asks Mitch about his leadership experience. Mitch talks about his time leading teams through the ropes course. Rich asks what Mitch hopes to bring to this role. Mitch says he plans to give specific assignments and have the team meet more often. Francine observes that one of the comments in the survey said that communication between the team needed to improve. She asked Mitch how he plans to improve communication. Mitch responds by emphasizing how important good communication is to him and that he plans to increase communication with his team and give them more feedback.

Mitch leaves the room for the Advisory Board discussion. Winston offers Mitch his endorsement. Staci moves to hire Mitch for the Spinnaker Creative Services Director position. Ken seconds the motion. A hand vote is taken. The motion passes with Tate abstaining from the vote.

Lisa updates the Advisory Board on Spinnaker Radio, noting that Play-by-Play was very successful and that they were able to expand coverage to include some women's basketball games. Lisa explains that her goals for Fall are to onboard the new team members and create a paradigm of collaboration and increase student engagement through increased events and popups and expand play-by-play coverage.

Kara updates the Advisory Board on Spinnaker TV. Kara lists the Spring highlights, including an increase in volunteers, expanded UNF coverage, collaboration between departments, and recording Shakespeare. Kara's goals for Fall are to build her team's skills and responsibilities, revamp the studio over the summer, and reuse content across platforms.

Carter updates the Advisory Board about the News. Carter highlights that the website has seen an increase in pageviews this past semester, and his team has expanded newsletters to include a sports newsletter and a music-based website. Carter's goals are to train his team on ADA compliance, SNO, and AP style.

Staci moves to rehire Carter, Kara, and Lisa in their existing roles. Rich seconds the motion. A hand vote is taken. The motion passes unanimously.

The discussion about By-laws is moved to September's Meeting.

### **Old Business:**

**The Advisory Board votes on the minutes for March 3, 2023, meeting.**

Hand vote is taken; motion passes unanimously. Motion to vote, 2<sup>nd</sup> the motion.

### **Announcements:**

The next meeting will be on **Sept 1, 2023, at 9:00 am.**

**Adjourned** – 10:01 am