

Spinnaker Media Advisory Board Meeting Minutes

Friday, April 26, 2024, 9:00 a.m. on Zoom

Call to Order – 9:01 a.m.

Attendance

Members Present

Amanda Cox	Director of Spinnaker Media
Ken Thomas	UNF School of Communication Faculty
Linda Howell	Department of English Faculty Member
Francine Frazier	Professional Web Representative
Paul Runnestrand	Professional Print Journalism Representative
Alena Mika	Student Representative
Victoria Myers	Office Manager

Members Absent

Kaylie Phillips	Student Representative
Kai Burgess	Student Representative
Rich Jones	Professional Broadcast Radio Representative
Sam Foley	Professional Business Representative
Staci Spanos	Professional Broadcast TV Representative
Carianne Luter	Professional Digital and Social Media Representative
Charlie Mapps	Student Representative

Others Present

Lisa Marino	Spinnaker Radio General Manager
Laura Filipov	Spinnaker TV General Manager
Mitchell Brangaccio	Spinnaker Creative Services Director
Rodrigo Arias	Spinnaker Business Manager
Jeanne Gilbert	Spinnaker Editor-In-Chief

Welcome

Amanda greets the Advisory Board.

New Business

Mitchell updates the Advisory Board on Creative Services and mentioned that the Spinnaker Instagram following to 4,075. As a result of promoting the magazine throughout the semester, its views have increased to 2,023. He also mentions that he has been posting 2-3 TikTok's a week and that his team has been posting more fun content.

Lisa updates the Advisory Board on Radio and the department's events and collaborations. Lisa shares that there are 1,140 unique listeners and 796 listening hours for Spinnaker radio. She also shared that the most successful sports broadcasts during the Spring semester were Men's/Women's basketball games and baseball games. Lastly, all four broadcasters in her team showed growth and improvement throughout the season.

Rodrigo informs the Board that his team has brought in \$17,337.86 and they need \$5,970.14. He also mentions that the company that sells the neon sign are trying to get more out of the partnership than what was originally planned. The business recruitment video is done and posted and the business training videos will be done by next week.

Laura updates the Advisory Board on TV. Laura shares that she has hired one content producer, which completes her team. Laura shared with the board that five new videos have been put up and that there is more engagement due to Market Days.

Jeanne updates the Advisory Board by explaining that she is working on being more assertive with her team and how she is training new volunteers. Jeanne is also seeking more SG news coverage and tabling at the career fair.

Amanda reviews the Fiscal Year 2024-2025 draft budget with the Advisory Board. Francine motions to approve the minutes; Sam seconds the motion. A hand vote is taken; the motion passes unanimously.

Old Business:

The Advisory Board votes on the March 1, 2024 meeting minutes.

Announcements:

The next meeting will be on September 6, 2024, at 9:00 a.m.

Adjourned – 10:13 a.m.