

Spinnaker Media Advisory Board Meeting Minutes

Friday, December 1, 2023, 9:00 a.m. on Zoom

Call to Order – 9:01 a.m.

Attendance

Members Present

Amanda Cox	Director of Spinnaker Media
Staci Spanos	Professional Broadcast TV Representative
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
Carianne Luter	Professional Digital and Social Media Representative
Grace Dvorovy	Student Representative
Charlie Mapps	Student Representative
Kai Burgess	Student Representative
Kaylie Phillips	Student Representative

Members Absent

Rich Jones	Professional Broadcast Radio Representative
Sam Foley	Professional Business Representative
Carter Mudgett	Spinnaker Editor-In-Chief

Others Present

Lisa Marino	Spinnaker Radio General Manager
Kara Scarbrough	Spinnaker TV General Manager
Mitchell Brangaccio	Spinnaker Creative Services Director
Rodrigo Arias	Spinnaker Business Manager
Jeanne Gilbert	Editor-in-Chief Candidate
Laura Filipov	TV General Manager Elect
David Green	TV General Manager Elect

Welcome

Amanda greets the Advisory Board.

New Business

Amanda reads Carter Mudgett's thank you note to the Board.

Jeanne updates the Advisory Board on news coverage. Jeanne explains that the news team is finishing the digital magazine; otherwise, the news is slow as classes wind down and internships end.

Kara gives her last update to the Board. Kara announces that her team has finished the last Housing Osprey 101 videos. The TV team has also completed an On-the-Couch and a live Othello recording.

Rodrigo updates the Advisory Board on the sales goal; the team has brought in \$8,372 of the \$23,000 goal. Rodrigo is optimistic for the Spring semester because he recently hired two new sales executives. Rodrigo explains that one of his goals for Spring is to create video tutorials for the new sales executives.

Mitchell provides the Advisory Board with updated social media analytics. Mitchell notes that his goals for Spring 2024 are to promote the new digital magazine and utilize videos on other social media channels. Carianne, Ken and Mitchell discuss keeping track of which content drives subscribers.

Lisa updates the Advisory Board on Spinnaker Radio. Lisa tells the Board that her team had a successful Listen to Us S'more Market Day take-over to celebrate 30 years of student-run radio at UNF. Lisa notes that her team has been busy with new podcasts, live broadcasting volleyball coverage, and producing Othello with UNF Shakespeare. Lisa's Spring goals are to prepare her team for the transition, increase the Fall play-by-play coverage, and introduce an efficient alternative to On-The-Couch. Lisa also seeks the Advisory Board's advice on personnel matters.

Staci motions to retain Lisa, Mitchell, and Rodrigo; Linda seconds the motion. A hand vote is taken. Kia abstained from the vote. The motion passes with nine votes.

Old Business:

The Advisory Board votes on the October 6, 2023 meeting minutes.

Ken motions to approve the minutes; Francine seconds the motion. A hand vote is taken; the motion passes unanimously.

The Advisory Board votes on the November 3, 2023 meeting minutes.

Ken motions to approve the minutes; Linda seconds the motion. A hand vote is taken; the motion passes unanimously.

Announcements:

The next meeting will be on February 2, 2023, at 9:00 a.m. We will review the FY25 Budget.

Adjourned – 9:58 a.m.