

# Spinnaker Media Advisory Board Meeting Minutes

Friday, March 1, 2024, 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
Rich Jones	Professional Broadcast Radio Representative
Sam Foley	Professional Business Representative
Carianne Luter	Professional Digital and Social Media Representative
Alena Mika	Student Representative
Charlie Mapps	Student Representative

### Members Absent

Kaylie Phillips	Student Representative
Kai Burgess	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 and introduces Victoria Myers, Spinnaker's new Office Manager.

## New Business

Mitchell updates the Advisory Board on Creative Services and mentioned that a TikTok video received 900 views in less than 24 hours. Mitchell tells the board that Creative that the TikTok content is laid back and trendy. He also mentions wanting to find people on campus to interview on YouTube.

Lisa updates the Advisory Board on Radio and the department's events and collaborations. Lisa shares that she is looking at planning some events for Women's History Month and conducting a band interview. She also shared that the Instagram page reached 1000 followers.

Rodrigo informs the Board that his team has brought in \$17,060 and has sold a \$600 package to Tikka Bowls. Rodrigo's goals for the month include completing a business video series and starting the transition between Flytedesk and the website shop.

Laura updates the Advisory Board on TV. Laura shares that she has hired one content producer, which completes her team. Laura shares with the Board that five new videos have been put up and 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 February 2, 2024 meeting minutes.**

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

### **Announcements:**

The next meeting will be on April 5, 2024, at 9:00 a.m.

**Adjourned** – 10:13 a.m.