

**Spinnaker Media Advisory Board
Meeting Minutes**

Friday, March 4, 2016

9:30 a.m.

UNF Student Union, Building 58 West, Room 3606

I. Call to Order – 9:37 a.m.

II. Attendance – Lori Durham

Members Present

Mo Baker, Chair	Adviser, Spinnaker Media
Karen Feagins	Professional Broadcasting Representative
Mary Kelli Palka (to conference call)	Professional Print Journalism Representative
Steve Patrick	Digital Professional Representative
Erin Reedy	Student Representative
Donovan Smith	Student Representative

Members Absent

Dr. Paula Horvath	Faculty Representative
Ashley LaFreniere	Student Representative
Kelsey Oates	Student Representative
Clark Caraway	General Manager, Spinnaker Radio

Others Present

Diane Colley	General Manager, Spinnaker Television
Cassidy Alexander	Publisher, Spinnaker
Justin Belichis	Spinnaker Business Manager
Tiffany Salameh	Digital Managing Editor, Spinnaker
Lori Durham, Secretary	Office Manager, Spinnaker Media

III. Welcome – Mo Baker congratulated leaders on job well done for the NCAA coverage.

IV. New Business

A. Review 2016-1017 Budgets

- i. The A&S budget is done. For 2016-2017 year we asked for an 8% increase or a 1% increase over the 2014-2015 budget. Spinnaker needed \$240K to operate and Student Government funded us at \$239K.
- ii. Leaders and Director met to determine positions needed for 2016-2017. Journalism first, Radio second and then TV. This will allow for about 30 paid staff but we will still be in the deficit for student jobs. We are hopeful that we will have an agreement with housing which will contribute about \$20k. Student Life and Services may accept our proposal to advertise with us through SL&S funds, in the amount of \$15K. These two things can make up the shortage.
- iii. The A&S budget will be given to us in a lump sum for operating expenses, not holding us to line item spending, with the exception of the director's wages. We intend to move more towards the digital platform for news cutting back on costs of printing.

B. Media Outlet Reports

- i. Spinnaker Business - Justin gave update on revenue to date, \$6231 in new business. Spinnaker Limited seems to be like by the advertisers. Currently 3 advertisers on the web. They are still working on Google Ad Sense. Justin went over samples of what revenue could be. Some of board felt that we need to have local advertisers foremost, then if ad space is available you could look at it. It is imperative to know what you have to sell. If print is selling advertising then they may have to lower rates. The promotions director gave notice and one sales person was let go. He appealed to board to see if commission is allowable to the business manager on new business brought in. Board felt this needed more discussion. Perhaps a bonus plan could work.
- ii. Spinnaker TV – Diane. Spinnaker TV is doing well. Mo and she have been talking about switching from news to entertainment for next fall. Team seems enthusiastic. But she has concerns they may lose volunteers. Sports show has grown would like to do it live. Still working on the On-Demand off campus.
- iii. Spinnaker Print – The next Magazine issue is scheduled for April 6th. If UNF makes it to March Madness we will do three “Limited” issues. If we don’t, we will do one recap of the season issue. She is concentrating on what to print next year.
- iv. Spinnaker Radio – Clark is not here. He is covering an assignment for Radio out of town.
- v. Digital – Digital has talked about workflow plugin. They have also been working on Student portfolios. If you click on the author you get their story portfolios. No portfolio for photographers yet. Tiffany showed us her Fan Photos that she has been taking on the overhead. Would like to see this evolve. Some discussion on removing photos if asked. The answer is no we do not have to.

C. Vote on February 5, 2016 meeting minutes.

- i. Voting for February minutes were tabled. They will be sent by email for an email vote. Not everyone had reviewed.

D. Secretary confirmed on email votes for November/December minutes.

- i. Steve confirmed his email vote was for November minutes not December. Therefore November minutes are now approved. December minutes tabled again. Still need one vote from Paula H. or Kelsey O.

E. Summer/Fall Leader Positions

- i. Meeting date moved to the 8th in lieu of First Friday of the month.
- ii. Mo reminded board that the leader positions will be posted and that we will be interviewing on the 8th. We do know Justin, Clark and Connor will not be returning. Diane will reapply, but she will not be here this summer.

V. Old Business

- A. Clark Caraway – Last meeting he said that he would send an email to the board with explanation for his grades. He has asked the board for a one time grace period. Paula had ok’d this. Other’s had voted at last meeting for forgiveness. Confirmation that Clark C. was granted a onetime forgiveness for the semester from the board.

VI. Announcements - None

VII. Adjournment – 11:30 p.m.