

**Spinnaker Media Advisory Board  
Meeting Agenda**

Wednesday, October 1, 2014  
10 a.m.

UNF Student Union, Building 58 West, Room 3601

I. Call to Order – 10:12 a.m.

II. Attendance – Lori Durham

**Members Present**

John Timpe, Chair	Adviser, Spinnaker Media
Morgan Wolf	Student Government Representative
Kaitlin Ramirez	Student Government Representative
Karen Feagins	TV Professional Broadcasting Representative
Mary Kelli Palka	Professional Print Journalism Representative
Dr. Paula Horvath	Faculty Representative
Brianna Sigman	Student, Communication Major Representative
Christopher Brady	Student, Coggin College of Business Representative
Bridger Neimeyer	Student, Non-Comm Major Representative

**Members Absent**

Karen Feagins	TV Professional Broadcasting Representative
Dave Luckin	Radio Professional Broadcasting Representative
Lee Watters	Digital Editor, Spinnaker

**Others Present**

Connor Spielmaker	Station Manager, Spinnaker Television
Scott Young	Station Manager, Spinnaker Radio
Jacob Rodriguez	Publisher Spinnaker
Lee Watters	Digital Editor, Spinnaker
Ashley Chivalette	Business Manager
Lori Durham, Secretary	Office Manager, Spinnaker Media
David Johnson	Alum, Departing Prof. Print Journalism Representative

I. Welcome – John welcomed those present and advised of those not able to attend. David Johnson participating in creating a Spinnaker Alumni Group off campus.

II. Old Business

- a. Vote on September 3, 2014 meeting minutes – Mary Kelli P. moved to ok the minutes from for September. Kaitlyn R. seconded the motion. Vote taken by show of hands. Six yes. Motion Passed.
- b. Spinnaker Radio LPFM
  - i. John gave an update as to the status of where we are in the process. Hopefully we will be able to rollout before Thanksgiving break. Fiber install has been done and good. Equipment is being ordered. When received it will be set up and tested.
- c. By-law Revisions – Discussion – Consideration of Adding One Spinnaker Alumni Position

- i. New attorney reviewed all by-laws to see how boards fit as far as Sunshine-Law, conflicts of interest and where we can have non-voting members. Since 2008 it has been that the Chair only votes in case of a tie. Last year discussions were about making the chair a non-voting member. Leaders are board members but they didn't vote. They are ex-officio. To avoid conflicts of interest and leaders and students not being able to discuss things outside of the meetings, the remedy is that Spinnaker Media students, Student Government students can't be members but can be officers. This is a remedy for the Chair as well. But there could still be conflicts of interest with John as Chair. Dr. Gonzalez is good with John remaining chair until someone else from the board steps up to be the chair. Dr. Gonzalez would prefer it be someone from the University. Discussion continued with pro and cons as to make up of the board and how the board began. John touched back on the history of the department and the board and the relationship with Student government and the board.
- ii. It's about funding. John is talking with Mike McGuire to make this better. In the past he has worked with other SG Directors and student body presidents to construct this to reduce the friction to maintain the funding for a healthy student media and have all parties feel like all is fair. John is talking to Mike McGuire ahead of the January budget meeting.
- iii. John expressed that they needed to discuss the initial issues based on general counsels and student affair's recommendation. First, item would be to remove the Spinnaker Media student leaders from non-voting ex officio status to officer status.
- iv. Paula proposed that we take the 5 student leaders and move them to officer status making them no longer nonvoting members. Morgan W. seconded the motion. Voice vote was taken. Seven yeses. No Nays. Motion Passed.
  - v. Next, would be to vote on the issue of making John Timpe officer but with the understanding that he would remain as Dr. Gonzalez's designee for Chair until such a time as a designee that he wants is available to be chair. Part in parcel with this is an understanding that the attached bylaw that goes with that is that you are agreeing that Dr. G would be the person to appoint the chair since it is no longer the director/adviser by default. That is exact bylaw language.
  - vi. You can have a nonvoting member in the state of Florida. General Counsel and student affairs at the university don't want us to have a non-voting chair. John can stay on without conflict until Dr. G. makes his appointee.
  - vii. Chris brought up the idea of a student chair or a student chairman as the face of the department. This is more like the merged model we discussed in the past, but we went with the converged model. John said this would change the structure and the bylaws. But the board could revisit it. Basically this is John's job description. The leaders are the public face of their departments. This would be a lot for one student and especially with the turnover from semester to semester. John will bring it to the VP to see if the board could be the one to select the chair.
  - viii. John wanted to also mention to elevate business representative Coggin student position to a professional position and the interest of the alumni helping us since they are creating their body on the outside. The questions is should we have an alumni body on this board. Paula would enter a

motion that we would include a Spinnaker alumni position on the board. Mary Kelli P. seconded the motion. Voice vote was taken. 7 yeses. No nays. Motion passed.

- ix. Paula would like to table the idea of elevating the student business rep to a professional business rep.

### III. New Business

#### a. Issue of Guests Discussing Board Candidates

- i. At the last board meeting there was a non-member who spoke at length. One of the members had asked her to be able to. It was mentioned if you are going to have someone speak, limit them to how long, and then they can step back and allow the board to discuss. Anyone can come, but they are asked to ask the board to be added to the agenda beforehand. Connor spoke as to his reason to have this added to the agenda. John wants to make sure the voting members know it is their prerogative to allowing someone speak, but they also have to say I have all I needed from that guest so I can move on.

#### b. Media Outlet Reports

- i. Spinnaker Publisher – Waiting on wire racks to increase about 18 places off campus. Most recent issue out. He is looking for replacement for himself and the art director for the spring.
- ii. Spinnaker Television – TV is rolling great. Launching on demand on campus in the next two weeks. In process of getting back to full staff. Just hired new entertainment director and a program director should be hired this week. This person will be in charge of helping find TV extra money through production services.
- iii. Spinnaker Business – Ashley has restructured the positions to increase effectiveness and profitability of the business office. She has split fund raising into two parts foundation coordinator and the other will be in charge of gathering donations. She has added a promotions asst. to help her run the FM and TV campaigns and a social media expert to run social media campaigns for businesses
- iv. Spinnaker Radio – Scott has filled all of the live shifts. They will start at 9:00 .m. now. He is working on making sure they are covered daily. We have the antennae and a time table in place. College radio day is Friday. They will participate in a nationwide broadcast.
- v. Digital – John reported that in spring they were getting about 1300 page views per day. Over the summer dipped to 200 and through September it coming back up to 973. The Armed robbery story generated a lot of views. Hopefully the news ap and radio ap will be launched. The archives are searchable and available to everyone in Spinnaker Media back to the Halyard before they go back work on stories. They are working on getting them to PDF so anyone can go back and research them.
- vi. Paula asked it to go on the record to the student leaders and to John Timpe congratulations on the amazing strides they have made since conversion. They have been amazing.

### IV. Adjournment – 11:50 p.m.