

Spinnaker Media Advisory Board Meeting Minutes

Friday, April 2, 2021, 9:00 am on Zoom

Call to Order – 9:05 am

Attendance –

Members Present

Mo Baker, Chair	Adviser, Spinnaker Media
Steve Patrick	Professional Digital Media Representative
Paul Runnestrand	Professional Print Journalism Representative
Rich Jones	Professional Broadcast Radio Representative
Sam Foley	Professional Business Representative
Kenneth Thomas	UNF School of Communication Faculty

Members Absent

Staci Spanos	Professional Broadcast TV Representative
Tarik Minor	Professional Broadcast TV Representative
Sydnee Batzlaffs	Student Representative
Alksandra Masabni	Student Representative

Others Present

Darvin Nelson	Spinnaker Editor-In-Chief
Carissa Marques	Spinnaker Creative Services Director
Sydney Chatani	Spinnaker Radio General Manager
Robert Lessen	Spinnaker Business Manager
Amanda Cox	Secretary, Spinnaker Media Office Manager
Dr. John Parmelee	School of Communications Chair

Welcome

New Business

1. Introduce Dr. Parmelee and Discuss Spinnaker’s Future Moving Forward – Dr. Parmelee introduces himself to the Spinnaker Advisory Board, highlighting his background in Journalism and current role as chair of the School of Communication. Dr. Parmelee expresses the School of Communication’s excitement to collaborate with Spinnaker. Dr. Parmelee notes that the professors are interested in connecting students with Spinnaker and giving students the opportunity to share content created for class with the Spinnaker. Mo notes that we currently get content from Professor Thomas’ interns. Steve says he is glad to see more communication and cooperation between Spinnaker and the School of Communication. Paul notes that students at UF received extra credit

for articles submitted to the Alligator and asked if there were similar opportunities for UNF students. Dr. Parmelee responds that each professor determines what extra credit opportunities to give the class. Darwin says that he loves the idea of collaborating with the School of Communication and looks forward to the partnership. Mo asks Paul if the Alligator is staffed entirely by students. Paul replies that the Alligator has some professional staff, but it's mostly student staff.

2. Leader Updates –

- a. Amanda notes that the Advisory Board does not have a quorum, so any resolution passed would be provisional.
- b. Carissa Marques updates the Advisory Board on the Creatives Services Department. Carissa tells the Advisory Board that Creative is buttoned up for the transition. Carissa reports that the volunteer, Kevin Hodges, has been hired for the Art Director position, and Kyla Spaulding was interviewed for the Design Editor position. Carissa hopes that Kyla will move into the Creative Services Director position in the future. Carissa also updates the Advisory Board on the Freshmen Zine. Carissa thanks the Advisory Board for allowing her to serve as the Creative Services Director and says that working at Spinnaker has changed her college experience.
- c. Darwin Nelson updates the Advisory Board on the News Department. Darwin tells the Advisory Board that the reporters have done a great job with content. Darwin explains that there have been some minor challenges, but the editors have handled them well. Darwin's goals for the summer semester are to table, attend freshman orientation, and work on future events. Darwin says that the News department is excited to work with the School of Communication. Rich comments on Darwin's work during the spring semester, crediting Darwin's leadership skills and great news instincts. Mo agrees.
- d. Sydney Chatani updates the Advisory Board on Spinnaker Radio. Sydney thanks the Advisory Board for giving her the opportunity to lead Spinnaker. Sydney notes that the Radio team has achieved its social media goals and highlights the interviews with high-profile artists, including Tiger's Jaw and Ally & AJ. Sam asks about staff training. Sydney responds that she has trained the staff on SAM. Sydney notes that all radio employees plan to stay through the summer and fall semesters, and she is hopeful about getting more DJs as the Covid restrictions lift. Sydney's priorities for summer are to transition back to normal, train staff on the ENCO system, update the employee handbooks, and plan a concert in the fall.
- e. Bobby Lessen updates the Advisory Board on Business. Bobby highlights that Business has exceeded the revised semester goal and will continue to work toward the annual goal. Bobby shares that he plans to use summer to start meeting with clients for fall advertising.
- f. Chase Hartman was in class and unable to make the meeting. So Mo reads Chase Hartman's update to the Advisory Board. Chase notes that Spinnaker TV has hired a great team and built a strong catalog of diverse and entertaining shows.

Chase is excited about Spinnaker TV's YouTube channel growth this past semester, as well as the relationships Spinnaker TV is building with departments across campus.

- g. Mo asks for a motion to retain the Leaders for the summer and fall semesters. Steve motions to retain the student leaders; Rich seconds. A voice vote is taken; Steve, Rich, Sam, Paul, and Ken vote to retain the leaders. Tarik electronically votes to retain the current leaders during the meeting. The provisionary motion passes.
3. Update Bylaws
 - a. Mo informs the Advisory Board that the Bylaws have been updated to reflect Spinnaker's move to the School of Communication. Mo asks for comment from the Advisory Board. Sam motions to approve the updated Bylaws; Ken seconds. A voice vote is taken; Steve, Rich, Sam, Paul, and Ken vote to approve the Bylaws. Tarik electronically votes to approve the Bylaws during the meeting. The provisionary motion passes.
 4. Radio Automation Software Update
 - a. Mo updates the Advisory Board on the status of the radio automation software, ENCO. Mo explains that UNF IT is currently reviewing the software. Once UNF IT approves ENCO, General Counsel will begin reviewing the contract terms.

Old Business

Vote on March 5, 2021 meeting minutes. Mo asks for a motion to approve the meeting minutes from March 5, 2021. Rich motions to approve the meeting minutes; Sam seconds. A voice vote is taken; Steve, Rich, Sam, Paul, and Ken vote to retain the leaders. Tarik electronically votes to approve the meeting minutes from March 5, 2021 during the meeting. The provisionary motion passes.

Announcements

1. Rich updates the Leaders on the Cox Media Group Day in the Life Event. The date is still to be determined.
2. Ken tells the Advisory Board that he is looking to recruit UNF Students to join the Spinnaker Media Advisory Board.
3. Mo reminds the Advisory Board that the next meeting will be on September 10, 2021, at 9:00 am.

Adjourned – 10:05 am