

## ***FPA Board Meeting Minutes***

***February 29, 2012***

**Open meeting:** 7:22 pm

### **Attendance:**

#### **BOD:**

- Jim Housel (via teleconference)
- Ayme Pointer
- Georgia Graves
- Tim Bowden
- Bob Giarrusso
- Ahmed Selim
- Jim Southworth
- Steve Mullen
- Paul Porzio (via teleconference)

#### **FPA:**

- Chuck Pena
- Jerry Ferguson
- Jay Erasquin
- Mike Stoeckle

#### **Guests:**

- none

### **FPA BOD Officer Activities:**

- President: Ayme Pointer
  - Call meeting to order: quorum at 7:06 pm.
  - Conflicts of interest: None
    - Ms. Pointer asked everyone to identify themselves when speaking over the conference line.
    - The agenda for February BOD meeting was accepted.
    - The minutes for the January meeting are not prepared, so they will be submitted prior to the March meeting for approval.
    - Ms. Pointer asked that we use a program to track our action items from the Board meeting, to be included in the secretary's report each meeting.

## **FPA Executive Director's Activities:**

- Executive Director's Report: Chuck Pena
  - February 6, 2012 Kathryn Falk of Cox notified Mr. Pena that FPA would receive a substantial payment of \$360 K. See the distributed February Executive Director's Report, which includes the Staff reports.
  - Mr. Pena stated that a new insurance broker had been selected, Financial Brokerage Services, for health, dental, life, and accident insurance.
  - Mr. Pena spoke with our outside counsel and will update the Operations manual to reflect that members use the equipment at their own risk.
  - Fairfax County Department of Housing and Development met at the station with FPA's staff members at Mr. Pena's request, regarding opportunities for home ownership and residential property rental in the area.
  - Rocio Lopez held a Mardi Gras themed party February 24th for the staff, which featured a lunch, games, prizes and a trivia contest.
  - Mr. Pena noted that FPA producer Hurriyet Ok was featured prominently in the American-Turkish Association ("ATA") News Magazine for his two FPA series, the English Language Turkish American Hour, and the Turkish language Turk-American Televizyonu. Mr. Pena also observed that the story portrays FPA in a very positive manner, and that the story was also featured nationally on February 6 on the Community Media Database.
  - Mr. Pena also mentioned that Mr. Ruddell wanted to thank Mike Stoeckle and Dan Olewine for completing the equipment upgrades and refurbishing FPA's radio studios.
- Operations Report: Mike Stoeckle-
  - Mr. Olewine and Mr. Ruddell are absent from this month's meeting. Mr. Stoeckle is providing a combined engineering and operations report in their stead.
  - Mr. Stoeckle informed the board that additional equipment will be installed shortly in the WRLD and Radio Fairfax studios.
  - He stated that the new radio soundboard software will make repairs easier.
  - Due to popular requests, additional Adobe audition channels are added, and up to eight different channels can be used simultaneously now.
  - He also said that sound baffles will be added to the ceiling in WRLD.
  - Mr. Stoeckle said that soundproofing will be installed to reduce the noise level in master control.

- Studio A will have all LED lights installed over the next month. Mr. Southworth noted that it will also reduce the temperature substantially.
- Studio C will have a prompter installed and attached to camera 3. He stated that compressors were also added in Studio C.
- He stated that they also will do laptop training for audition and audacity for training.
- Also, all equipment will now be marked with tags.
- Outreach Report: Jerry Ferguson-
  - See the February staff report.
- Training Report: Jay Erausquin-
  - Mr. Erausquin stated that now that the upgrades have been completed, they are in the process of updating and streamlining the course catalogue.
  - He stated that they will permit students who took the Digital Audio Fundamentals (Adobe Audition 3.0) course within the last year to enroll once again in the class free of charge, to learn version 5.5 due to the large number of changes made in the program.
  - Mr. Erausquin thanked Jeron Rhodes for assisting with Training Orientation sessions and the numerous scout tours conducted during the past few weeks.
  - Mr. Housel observed that this should be reported to the county, and included in our needs assessment.
  - Mr. Erausquin stated that FPA summer camp ads were placed in the Washington Family Magazine, and will promote the availability of our camps, highlight FPA's participation during the Celebrate Fairfax Fair (June 8, 9 and 10<sup>th</sup>), and help inform families of the various training programs available at FPA.
  - He said that information about FPA's Orientation, courses and camps can also be found online in our website and general information is also included in the community bulletin board along with PSAs that air in our channels.
  - Mr. Bowden noted that he believed that if we are spending money on promoting training and other services, FPA should consider placing paid advertisements even though we charge for classes.
  - The staff and the board discussed the merits of advertising stand alone classes and opportunities at FPA that charge for services. Mr. Housel suggested making this an action item. After a brief discussion, the BOD

agreed and Action item for Mr. Earausquin and Mr. Ferguson to work with Mr. Bowden, Mr. Porzio and Mr. Pena to come up with some alternatives.

- Mr. Pena thanked Mr. Earausquin and Mr. Ferguson for designing and placing the ad.
  
- Financial Report: Steve Mullen-
  - Ms. Lopez is out due to illness. Mr. Mullen provided the financial statements for the Board.
  - Mr. Mullen stated that the special payment check sent by Cox is to make up for shortages in their regular funding.
  - He also stated that he wished to speak with former director Craig Kendall about making some investments that will provide a safe, reliable return for FPA.
  - Mr. Mullen also said he wanted to discuss paying down the mortgage on the building.

#### **FPA BOD Director's Activities:**

- Director of Finances: Steve Mullen-
  - Mr. Mullen stated that we continue to make conservative estimates of our anticipated income from Verizon and Cox Cable.
  - He spoke with Dan Burnette, our independent auditor today, who is working on three main points: our fixed assets (building related); the calculation of our equipment upgrades, and tests on our payroll and cable accounting systems, for certification of compliance for Cox and Verizon.
  - Ms. Graves relayed that she had heard Verizon will not continue building out the FiOS network of 18M homes, and may begin bundling services with its cable partners, to limit labor costs.
  - She asked whether this is going to have an impact on FPA. A brief discussion ensued. Mrs. Graves stated that she will forward the article to the Board for further discussion at a later date.
  
- Vice President: Jim Housel (via teleconference line)
  - Mr. Housel thanked Charles Hodge for running the last operations meeting in his absence. The next operations meeting will be held on March 14.

- Parliamentarian: Ahmed Selim
  - Mr. Selim mentioned the Fairfax County Human Rights Commission is looking for nominees of non-profit organizations and individuals for recognition.
  
- President & Director of Strategies: Ayme Pointer
  - Ms. Pointer thanked Jerry Ferguson for organizing and supporting the Board off-site.
  - She also thanked Mr. Pena for making the event successful and handling reservations and catering.
  - She will have feedback and notes for the board from the offsite by early next week.
  
- Public Relations: Paul Porzio
  - Mr. Porzio announced his resignation from the Board.
  - The Board thanked him for his dedication and many years of service on the Board and the Radio Guild, where he remains an active member and past President.
  
- Secretary: Bob Giarrusso
  - Mr. Giarrusso discussed forming committees to help execute our goals to support the strategic plan.
  
- Technology Report: Jim Southworth-
  - Mr. Southworth and Mr. Olewine stated that he and Mr. Olewine found a program that is an enhancement of Chroma-Key that would allow us to inexpensively create virtual sets (backgrounds and foregrounds) in studios A and B.
  - He stated that he's also working on utilizing Skype technology more and recently used Skype to connect with a guest in Paris using his iphone.
  - Mr. Southworth noted that it would be beneficial for many of our volunteers to put a handicapped door in prop room outside of our entrance.
  - Ms. Pointer suggested that Steve Ruddell should be asked to look into how we can accomplish this.

- Director of Business Development: Tim Bowden-
  - Mr. Bowden handed out a copy of the 2012 fundraising plan at the offsite; and that we have a lot of work to accomplish in business development.
  - He agree that we should try to work on forming our committees, and having some support in implementing the strategic plan.
  - Mr. Bowden also said that we should engage in more self-promotion, and do a “Hall of Fame” presentation in the fall to recognize members for their productions, technical skills and other contributions.
  - Mr. Southworth noted that the shuttle from the Dunn Loring metro will be coming down our street soon, and that he believes that we should have additional high profile signage to
  - Mr. Bowden observed that if we’re going to promote ourselves successfully, we have to be able to absorb the additional members, and have room to accommodate them without a negative impact on our current members.
  - Ms. Graves stated that we should consider engaging businesses that have their own sites where we could do paid productions and contract work.
  - Mr. Housel stated that this would be necessary for FPA to succeed in growing our membership.
  - Ms. Graves stated that she will work with Mr. Bowden and meet with him before the March meeting to plan, and help form committees.
- Director of Special Events: Georgia Graves-
  - Ms. Graves noted that there are several upcoming meetings that may be appropriate for FPA to participate in and attend.
  - Mr. Ferguson will be attending and taping the Leadership Fairfax Annual Board of Supervisors Breakfast, for the 5<sup>th</sup> year in a row.
  - Ms. Graves observed that the Power of 30 Conference for the Dulles regional COC will be held on March 12<sup>th</sup>, and she will attend with Ms. Pointer.
  - On March 21<sup>st</sup>, Mr. Ferguson will also attend the 34<sup>th</sup> Annual Valor Awards Ceremony.
  - The Discovery Shuttle will be on display at the Doubletree Hotel, sponsored by the Committee for Dulles. She suggested that FPA partner as a sponsor.

- OLD BUSINESS: Ayme Pointer
  - Ms. Pointer observed that Pamela Haines has not followed up on the disciplinary action. She cannot use the facilities until she takes the required underwriting class. After a brief discussion, it was agreed by the Board and staff to enforce the ban until she completes that course.
  - Mr. Bowden mentioned that we should revisit funding for a retirement plan for the FPA.

Open Meeting over at 8:52 PM

**Adjourn meeting: 8:52 PM**

**ACTION ITEMS:**

<i><b>Action Identifier:</b></i>	<i><b>Action:</b></i>	<i><b>Responsibility:</b></i>	<i><b>Date:</b></i>	<i><b>Status/ Update</b></i>
A10-1	Mr. Southworth will confer with Google about technology and upgrades, will bring the Exec. Director, Mr. Pena, Mr. Olewine, Mr. Ruddell, and Ms. Pointer in on that when it can happen.	Mr. Southworth	26 Oct. 10	OPEN
A10-2	Provide end of fiscal year financials for next BOD meeting.	Mr. Mullen	26 Oct. 10	CLOSED
A10-3	Enroll at least one local merchant to support FPA Member Discount Program	ALL DIRECTORS	8 Dec. 10- revised to 23 Feb. 11	OPEN
A10-4	Research FPA Operations Manual, Articles and By Laws regarding fraud, misrepresentation	Mr. Giarrusso	8 Dec. 10	CLOSED

<b>Action Identifier:</b>	<b>Action:</b>	<b>Responsibility:</b>	<b>Date:</b>	<b>Status/ Update</b>
A10-5	Locate restaurant to host/cater FPA staff party	Ms. Graves	8 Dec. 10	CLOSED
A10-6	Update report by January 15 on selection of nominees for open Board position	Mr. Selim, Mr. Housel	8 Dec. 10	OPEN
A10-7	Prepare report on fundraising plan, to present at February BOD meeting	Mr. Pena, Mr. Housel	8 Dec. 10	OPEN
A11-1	Provide edits and corrections for Dec. 8, 2010 BOD mtg. minutes	Mr. Mullen	26 Jan. 11	CLOSED
A11-2	Provide notes/ input to BOD Secretary for preparation of 1/26/11 BOD meeting minutes	ALL	26 Jan. 11	CLOSED
A11-3	All BOD members not already photographed to have their portraits taken for FPA Board section	Mr. Selim Mr. Porzio	26 Jan. 11 29 June 11	OPEN
A11-4	Update on Nat Albright's progress in acquiring a van for FPA promotional activities	Mr. Selim Mr. Mullen	26 Jan. 11 29 June 11	OPEN
A11-5	FPA financial committee to meet with Dan Burdette on March 13 <sup>th</sup> , 1:00 pm	Mr. Selim Mr. Mullen Mr. Giarrusso Mr. Southworth Mr. Ruddell	23 Feb. 11	CLOSED



<b>Action Identifier:</b>	<b>Action:</b>	<b>Responsibility:</b>	<b>Date:</b>	<b>Status/ Update</b>
A11-6	Follow up with consultants and get bids for services	Ms. Pointer Mr. Housel	23 Feb. 11	OPEN
A11-7	Brainstorm and prepare list for producer self help and promotion, possible workshop?	Staff/ Ms. Shah/Mr. Giarrusso	30 March 11	OPEN
A11-8	Conference call Sunday 4/3/11 at 3:00 pm re: Membership Benefits program	Mr. Ruddell/Mr. Pena/Ms. Pointer/Mr. Housel/Mr. Southworth/ Mr. Giarrusso	30 March 11	CLOSED
A11-9	Review/revise wording in the Operations Manual regarding use of the facilities by government agencies or private organizations	Mr. Giarrusso	31 Aug. 11	OPEN
A11-10	Review proposals from consultants, report out in October	Mr. Housel	31 August 11	OPEN
A11-11	Draft comments for FCC rulemaking proceeding re: mandating program title and description to be included for all content providers by cable	Mr. Giarrusso / Ms. Pointer	31 August 11	TABLED Oct. 26, 2011 (to be revisited as

<b>Action Identifier:</b>	<b>Action:</b>	<b>Responsibility:</b>	<b>Date:</b>	<b>Status/ Update</b>
	providers			needed)
A11-12	Follow up on Board members' responsibilities with one-on-one Board member discussions regarding individual roles and responsibilities	Ms. Pointer	26 October 11	OPEN
A11-13	Discuss format for offsite Board meeting/preparations for brainstorming fundraising efforts and formation of a committee	Mr. Bowden/Ms. Pointer	26 October 11	OPEN
A11-14	Arrange for portraits of Board members to be taken on premises at FPA.	Ms. Pointer/ All BOD Members	26 October 11	OPEN
A12-01	Discuss removal of "at your own risk" signs with outside counsel.	Mr. Pena/ Mr. Lawrence	25 January 12	OPEN
A12-02	Discussion of retirement planning.	Ms. Pointer/ Mr. Mullen	29 February 12	OPEN