



**WFAE Community Advisory Board (CAB)
Work-Session Minutes
Aug. 28, 2018, 5:30-6:30 p.m., Conference Call**

Attendance:

Members: Chair John Lincoln, Tish Stoker Signet, Keenya Justice, Mary Dombrowski, Hema Parekh; Staff: Renee Rallos.

Attachments and Reference Links:

- **KERA (Dallas)** – Governance policy and application attached - <http://www.kera.org/about/community-advisory-board/>
- **WLRN (Miami)** - <http://www.wlrn.org/wlrns-community-advisory-board>
- **Blue Ridge Public Radio (Asheville)** - <http://www.bpr.org/join-community-forum>

Agenda

Welcome – John Lincoln

Approval of minutes – Tish Stoker Signet

The group reviewed revised minutes from the January and the most recent July CAB meetings. Hema to approve the minutes, Keenya seconded and the group voted to approve. Following the vote a member noted the need for a name-spelling correction in the completed minutes. This change is being made and will be noted as an update at next meeting.

Governing policy discussion – John Lincoln

The group reviewed the samples of other stations' Governance Statement documents (see attachments) and there was consensus on two points. First, our governance statements and documents need to express and reflect the CAB's strategic mission and plan as determined during our intensive Strategic Plan process a couple of years ago. And second, members participating generally like/prefer the sample document we reviewed from KERA Dallas. Tish offered to use the KERA document as a template to customize a WFAE draft governance statement for the CAB to review by or before our next meeting in December.

Recruitment criteria discussion – John Lincoln

Before examining details of membership recruiting the group discussed more broadly the two primary purposes of the CAB—serving both as advisors, “a learning community of expertise” per our strategic plan, and as community ambassadors for outreach between WFAE and its community(ies). The group addressed the need for the CAB to reflect the station’s growing geographic range by expanding the use of teleconferencing and phone meetings, also to schedule more structured work teams to hold work sessions between full CAB meetings. And along with seeking to recruit diverse CAB membership based on geography and such demographics as age, gender, ethnicity, socioeconomic range, the group discussed seeking—and inviting applicants to share—members’ areas of expertise, passion, involvement with causes and groups etc. whose network of available contacts might be of service to WFAE efforts. Renee invited input and feedback on a draft form to be used for potential CAB members to apply. Especially given the CAB’s public status, Tish suggested that the CAB application, the Governance statement and documents, and the CAB presence on the WFAE website ideally will express and reflect the stated mission, values, and “branding” of the CAB. The group discussed the possible need for a CAB marketing/communications function separate from the administrative function or office of secretary. The group also re-identified the need for an active Membership/Recruiting committee, and Hema, Mary, and Renee agreed to join Membership Committee Chair Debbie Sherrie in this effort.

Next Steps

Progress on these agenda items will be revisited at the next regularly scheduled CAB meeting at 5:30 p.m. Thursday, December 13, at the WFAE studio.

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