

Access Tucson
Board of Directors
May 24, 2007

MINUTES

The meeting of the Board of Directors of Access Tucson was called to order at 5:08 p.m. on May 24, 2007 by Chair, J. Lisa Jones.

Present

Sandee Brooke
Elizabeth Burden
Cynthia Dickstein
Dan Dougherty
Jerry Freund
Gerald Harwood
Ben Jacobs

J. Lisa Jones
Martha McGrath
Michael Mulcahy
Karla Ronquillo
Rueben Roqueñi
Francine Shacter

Absent

Elaine Schramm

Others present:

Sam Behrend, Yael Grauer, and Daniela Ontiveros

Planning Process – discussion/action –

J. Lisa Jones began the meeting by thanking everyone for being at the meeting. There will likely be no meeting in June or July. She opened up the meeting for discussion and questions.

Jerry Freund asked what has changed in our mission statement; is it still relevant?

Francine Shacter said that she would prefer a model that is dynamic rather than static.

Elizabeth Burden spoke about strategic planning as planning the plan. She discussed the length of the process, revisioning/remissioning (what has changed), where we see ourselves in the future, our strengths and weaknesses, and any opportunities and threats. We could then set a strategic direction that is either goal-based or scenario-based. She pointed out that strategic planning is different than long term planning and can be either a compressed process or a drawn-out one.

Reuben Roqueñi asked whether we have six to eight months to do a long assessment.

Lisa Jones pointed out that we're going to lose channel 72 on analog this year and a second analog channel once Cox is at 65% digital penetration, which could be anywhere from July 30th to December 2009.

Michael Mulcahy pointed out that the first channel loss was dealt with at the last meeting and that the staff is dealing with the second channel loss. He thinks we do have six months – then we could start 2008 with most of it completed.

Elizabeth Burden discussed the difference between vision and mission statements. A vision is like Martin Luther King's "I have a dream" speech in that it describes where you're going but not necessarily how to get there. A mission is like the preamble to the constitution. It describes who you

are, what needs you want to fulfill and how you are going to fulfill those needs. It might include a statement on core philosophy, beliefs and values. Ms. Burden passed around a book entitled Strategic Planning for Nonprofits.

Martha McGrath asked whether we would even know our priorities for the channels before examining the goals and objectives. Sam Behrend pointed out that Cox currently has about 45% digital penetration. Lisa Jones said that Karin Uhlich, Ward 3 City Councilmember, is at the forefront of supporting a memorandum on a PEG task force. Lisa Jones said that she did feel some pressure as far as timeline because the study session will take this up on June 12, 2007. It will measure and assess our goals, strategic plans, health and productivity, finances, etc. The last strategic planning document is from 1993.

Elizabeth Burden said that process could be completed in 6 to 8 months although the final product may take a little longer. We'd need a strategic planning committee and a facilitator to keep it on track. We may want to look at other models or building our future model and at the role of committees. We also need to look at the budget. The process could include member and audience surveys and request feedback (Some written.)

Michael Mulcahy asked if a facilitator was really needed. Liz Burden and Francine Shacter explained their reasons for believing that it was. Mr. Mulcahy said that we will potentially need a revised/revamped process for decision making after the facilitator leaves and for the Board to function with future challenges. Liz Burden said a good facilitator would help us grow into whatever we need for the future.

Lisa Jones proposed reaching/serving our audience by getting local programming to them and coming up with new ways of thinking about what we can do for them. We are able to reach niche audiences through narrowcasting.

Lisa Jones spoke about planning a retreat in September or October. In the summer, the committees could outline the process and look at approving facilitators at a board of directors meeting before the retreat. The retreat will contain all the dialogue, conversation, input and discussion which the strategic planning committee can synthesize and bring back to the board of directors. Prior to the retreat, the committee can set the process for the board of directors to approve.

--Some discussion on retreats vs. shorter meetings

The committee will find the facilitator, outline the process, see if there's any additional data to collect and get agreement from the BOD on the process. Lisa Jones and Sam Behrend can put together an ad hoc strategic planning committee that would report back in August.

Liz Burden said that it is plausible to shoot for having the planning done by December with the actual plan and wordsmithing maybe done by January or February.

Discussion regarding the composition of the committee structure board members, staff, members, and producers. Liz Burden pointed out that participatory democracy is part of the mission statement and that staff and members should be included in the committee and process. Liz Burden and Martha McGrath thought that six people was too many from the board. Sam Behrend pointed out that the Articles of Incorporation which the members voted on already state that the Board composition is 9:6 in favor of Board members elected by the membership.

Liz Burden made a motion that the committee consist of three categories: Board, staff and active members of between 9 and 15 people. Jerry Freund seconded. Liz Burden called the question and Jerry Freund seconded. The motion passed 12-1.

Liz Burden motioned that the committee be charged with the tasks of finding a facilitator, outlining the process, collecting relevant data, stewarding the process, including synthesizing data from the meetings and other sources. Martha McGrath seconded the motion. Francine Shacter called the question with Sandee Brooke seconding. The motion passed unanimously.

Date, time and agenda items for the next meeting – Thursday, August 16, 2007 at 5:00 p.m.

1. Strategic Planning Committee
2. Master Operating Agreement
3. Programming and PR reports

Adjournment –Francine Shacter moved to adjourn. The motion was seconded by Sandee Brooke. The meeting adjourned at 7:07 p.m.