

Southern Communication Volunteers, Inc. d/b/a WEVL FM 89.9
Development Exploratory Committee
Meeting Minutes - Friday, April 13, 2018 @ 3:30 p.m. - Peddler Bike Shop

Committee Members Present: Brian Craig, Hal Mabray, Les Edwards, Tim Taylor

Guests Present: Amanda Dent, Anthony Biggers, Robby Grant

The meeting opened at approximately 3:40 p.m. with a brief discussion of the Committee's purpose: to identify projects that would provide substantial, long term benefit to the station, and determine how best to seek funding for those projects.

There was then a general discussion of a number of potential projects that would benefit the station, including but not limited to additional employees, DAT archive, an engineer, internet STL, strategic plan, studio space, tower space, etc. As the conversation progressed, the idea of a strategic plan became the focus of the discussion. Les advised that he was aware of some local nonprofits that had gained significant benefits from developing a strategic plan with the help of a consultant, and that he knew a firm that provided such a service. The Committee concluded that the preparation of a strategic plan with professional assistance could benefit the station by, among other things, helping WEVL determine which of the other projects listed above should take priority.

The Committee decided to take the following steps to explore the development of a strategic plan:

1. Les would contact Barbara Prescott (a member of the firm mentioned above), and inquire about a cost estimate for preparing a strategic plan.
2. Amanda and Robby would work to develop a SurveyMonkey survey for listeners, members, and volunteers (some of the stakeholders) to provide data for the preparation of a strategic plan.
3. The Committee would meet again in approximately 30 days to review and discuss the information obtained.

The meeting adjourned at approximately 4:50 p.m.