

Capital Public Radio Board of Directors Meeting

We acknowledge, with respect, the land our campus is on today was, and continues to be, the homelands of the Indigenous people of this area. Northern California and its rivers serve as a gathering place for many local tribes from the surrounding valley and foothills including the Southern Maidu, Puhtwin, Wintun, Wiyot, and Mechoopda. We recognize these lands and riverways as unceded traditional territories of these Native peoples. We further recognize these California Native nations and respect their sovereignty. By offering this land acknowledgement, we affirm a commitment to build relationships and foster a university environment of success to better serve Native nations and communities.

N ^o .	Minutes for Wednesday, January 21st, 2026 at 5:30-7:30pm Zoom Meeting Access Link: https://csus.zoom.us/j/81201962702 Passcode: 897691	Presenter	Action		
I.	Opening	Catron			
	<p>The meeting was called to order at 5:32pm and the land acknowledgement was provided by Susan.</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <p><u>Members (14 of 21):</u> <i>Mark Wheeler – Chair - Absent</i> Susan Catron – Vice Chair Machelie Martin David Maxwell-Jolly Frank Maranzino Stacey Hunter-Schwartz Erike Young <i>Kenneth Johnston - Absent</i> Mashariki Lawson-Cook <i>Jim Richardson - Absent</i> <i>Rob Crawford - Absent</i> Jeff Holden – Joined at 5:44pm Jim Bolt <i>Steven Karp - Absent</i> <i>Bianca Khanona - Absent</i> <i>Juan Cornejo - Absent</i> Joy Melnikow Gerry Latasa, Jr. Albert Hwang Jenn Galinato Gladys Francis *Welcome New Member*</p> </td> <td style="width: 50%; vertical-align: top;"> <p><u>Invited Legal Counsel:</u> Jonathan Hsieh Jennifer Scott</p> <p><u>Staff:</u> Rianne Steele Tina Pumphrey Cindy Mortensen Chris Bruno Emerson Reinl Tabitha Leeds – Joined at 5:56pm</p> </td> </tr> </table> <p>Gerry moved to approve the agenda as presented; it was seconded by Stacey. The agenda was approved unanimously as presented. Frank moved to amend the agenda by removing Section IV, delaying the approval of the Employee Handbook, as it required further legal review. There were no objections; the amended agenda was approved unanimously.</p>	<p><u>Members (14 of 21):</u> <i>Mark Wheeler – Chair - Absent</i> Susan Catron – Vice Chair Machelie Martin David Maxwell-Jolly Frank Maranzino Stacey Hunter-Schwartz Erike Young <i>Kenneth Johnston - Absent</i> Mashariki Lawson-Cook <i>Jim Richardson - Absent</i> <i>Rob Crawford - Absent</i> Jeff Holden – Joined at 5:44pm Jim Bolt <i>Steven Karp - Absent</i> <i>Bianca Khanona - Absent</i> <i>Juan Cornejo - Absent</i> Joy Melnikow Gerry Latasa, Jr. Albert Hwang Jenn Galinato Gladys Francis *Welcome New Member*</p>	<p><u>Invited Legal Counsel:</u> Jonathan Hsieh Jennifer Scott</p> <p><u>Staff:</u> Rianne Steele Tina Pumphrey Cindy Mortensen Chris Bruno Emerson Reinl Tabitha Leeds – Joined at 5:56pm</p>		
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II.	Open Forum	Catron			

	<p>The goal for the year is to hit \$10 million. The membership team expects to close out the month around \$1.2 to \$1.4 million. Active members are up over 7% compared to last year. The highest growing revenue segments are the \$500 to \$2,000, giving range, which is about 28% growth over last year. The \$2,000+ segment is currently showing growth of 56%. We were recently awarded a philanthropic gift of \$40,000 from the James B. McClatchy Foundation, as part of their “All In for Democracy” initiative. The team is creating a Donor Engagement Event Calendar to encourage more active board participation in CapRadio’s engagement with the community. The Sponsorship team closed the first half of the fiscal year just under \$800,000. They are developing several initiatives, like new product packages for sponsors and members, built around thematic music programming. Some examples are a “Welcome Back” package to incentivize past sponsors to return to CapRadio and a ‘Join Us’ package for new business sponsors. The Marketing Department will be a centralized resource for product packaging and will be focusing on new packages for Insight, SacramenKnow and other major content initiatives. The Sponsorship team secured Pride Industries as a new sponsor and is mainly focused on their upcoming gala, where CapRadio will have a notable staff presence. The team will be doing some tours of the station and board members are welcome to join. The team also closed a major, two-month sponsorship with Sutter Health. The team is renewing our partnership with Broadway Sacramento, The Sophia and Sacramento Region Community Foundation as we prepare for Big Day of Giving. They are also working with the CSUS Renaissance Society as well as the School of Music on the new Millennium Concert Series, which will include donor engagement opportunities. Chris confirmed he is finalizing the first-ever hospitality partnership with Brasserie du Monde, which will help offset donor engagement event costs and provide new opportunities. The team is pursuing the Last Supper Society, the Butterscotch Den’s jazz series and Fairytale Town. The team is building out some high-level performance metric dashboards to help support routine communication with the board around CapRadio’s audience and sustainability position. Finally, the team is currently working on an unprecedented collaborative fundraising campaign with CSUS around the Spring Campaign and Give Sac State Day.</p>	
VI.	Committee Reports	Catron
	<p>a) Executive Susan shared that the committee focused mainly on litigation and personnel updates. They also briefly discussed a shift from “crisis mode” to a more strategic posture around growth, and ways the board might engage more with those strategic priorities.</p> <p>b) Finance David advised that the committee focused on strategic engagement. The next meeting will focus on a budget preparation schedule for FY26/27, with a completion deadline of March or April, ahead of the deadline set by CSUS. The finance team will be asking each committee to provide their estimated resource needs based on their strategic objectives, with estimated ROI for revenue growth taken into consideration.</p> <p>c) Governance Stacey shared the team’s recent focus on creating a staggered Member Term Schedule. She asked for members who plan to roll off the board soon to contact her. The committee is also creating a more systematic way of replenishing the board over time. Committee members are currently reaching out to potential candidates to initiate contact. She asked members for contacts who have expressed interest in joining the board to contact her. Finally, the committee is establishing a new member buddy system, and she asked once more for volunteers. If no volunteers step up, she will</p>	<p>Catron</p> <p>Maxwell-Jolly</p> <p>Hunter-Schwartz</p>

	<p>proceed with assigning buddies and reach out to those assigned.</p> <p>d) Development Jim shared that Colleen’s team has identified gaps in sponsorship opportunities and is seeking any board contacts in the areas of automotive, banking, financial, retail, education and healthcare. Leslie is establishing a new, more informal donor event series called Coffee Chats. Jennifer has an ask to the board for Big Day of Giving coming soon. There are donor convenings on 1/22 and 1/27 and they would love to have members attend to engage with donors and our community. David asked Chris for a list of current sponsors and a calendar or dates for upcoming donor events.</p> <p>e) Audit Erike advised the committee’s focus was the 2026 Chancellor’s Office Audit, which kicked off on 1/20. Mashariki explained the collaborative audit process and the focus on administrative and operational compliance. So far, the audit is off to a good start. The response times and amount of information and documentation provided is far better than the previous audit. The audit field work will take a couple months, with a period for report writing and review. The report will be published publicly, and an auditor can present the final findings to the board.</p>	<p>Bolt</p> <p>Young</p>	
<p>VII.</p>	<p>Adjournment</p>	<p>Catron</p>	
	<p>Stacey moved to adjourn the meeting; it was seconded by Mashariki. The meeting adjourned at 6:28pm.</p>		

Machelle Martin

Approved by Machelle Martin

02/19/2026