

Spinnaker Media Advisory Board Meeting Minutes

Friday, Oct 8, 2021, 9:00 am on Zoom

Call to Order – 9:00 am

Attendance

Members Present

Keith Cartwright

Steve Patrick

Paul Runnestrand

Rich Jones

Staci Spanos

Sam Foley

Linda Howell

Department of English Chair

Professional Digital Media Representative

Professional Print Journalism Representative

Professional Broadcast Radio Representative

Professional Broadcast TV Representative

Professional Business Representative

Department of English Faculty Member

Welcome

Keith greets the Advisory Board.

New Business

UNF Foundation Spinnaker Media Excellence Fund

Keith welcomes Anne-Marie Campbell, the COAS Director of Development, and turns the floor over to Bobby. Bobby notes that engagement has been slow, but he's optimistic that things will pick up toward the end of the semester. Bobby introduces Anne-Marie Campbell, explaining that she is here to discuss a new initiative: the Spinnaker Media Excellence Fund.

Anne-Marie explains the objective of the proposed Spinnaker Media Excellence Fund to allow the community to invest in Spinnaker and reviews the opportunities that a Foundation account would give Spinnaker. Anne-Marie notes the \$5,000 minimum requirement to open a Foundation account and asks the Advisory Board to think about who might be willing to help establish the fund. Anne-Marie answers the board members' questions regarding 1st-year goals, endowment possibilities, and foundation limitations. Linda highlights the potential benefits to Spinnaker, specifically student employment and increased independence. Steve asks about philanthr

Kevin updates the Advisory Board on Creative Services, noting the Instagram rebrand has helped increase numbers and engagement. Kevin explains the plan for Twitter and TikTok, including the increased use of polls to encourage engagement and creating content specifically for those channels. Staci asks what stories they are using polls with; Kevin answers that they recently included a poll with the UNF football story.

Steve asks for an update on the search for an Advisor. Keith explains that the search has been slow but that he hopes sometime in November. Rich asks if Anne-Marie will be updating the board, and Linda suggests adding an update to the agenda for the next meeting.

Old Business:

The Advisory Board votes on the Sept 3 meeting minutes. Hand vote is taken; motion passes unanimously.

The next meeting will be on Nov 5 at 9 am.

Adjourned – 9:40 am