



MEETING NOTES

Subject: Regular KDNK Board Meeting 2/20/2017
Location: KDNK classroom
5:42pm

Present:

- Andi, Maria, Amy, Heather, Scott
- Public & Staff – Gavin, Bodhi, Patrick (about 1/2 way through)

A. Check In: Greetings from each Board member. All are well, minus some jet lag and an cold.

B. Approval of Minutes from January 23: Andi moved to approve last meetings' minutes; Heather seconded; unanimously approved.

C. Public Input: No members of the public present to make comments at this time.

D. KDNK University (an opportunity for Public and Board member education about the station): Board members reviewed membership levels, which range from \$5/month to \$1/day. (Though no amount is a too big or too small show of support.) Discussion of Community Card costs/benefits and our ability to re-invigorating the benefits of membership to KDNK generally. These benefits could take many forms, be they monetary discounts (via a Community Card), events, hats, CDs, T-shirts, etc. Gavin and staff to follow up about businesses who would like to participate in the Community Card discount provisions.

The monthly membership structure that most benefits the station are by those who can donate monthly via their checking accounts directly.

E. Officers' Reports:

Treasurer's Report — Agreement to look at balance sheets prior to each Board Meeting, to be prepared by Accountant Bob Z.

Board members reviewed the proposed Revisions to the 2017 Budget. Considerable discussion was had about creating a realistic set of goals for fundraising, where costs could be saved, and a commitment to balancing the budget (not running a deficit).

Andi moved to Approve the revised budget; Scott seconded; unanimously approved.

President's Report — Andi felt this content would be covered by other Agenda items of the Meeting

GM/Staff Report(s) — Gavin dove into our personnel contracts and insurance issues this month. He informed the Board of recent requests for the involvement of the station in community events and projects. A general consensus was met that the station Staff is limited in their ability to spend time on some all such involvements due to budgetary constraints. Staff time needs to be spent wisely and KDNK must occasionally recognize limitations to our ability to get involved, while balancing that need with serving the community, creating good will and bolstering community relationships.

Gavin was able to renegotiate the terms of our agreement with our streaming service (StreamGuys) to increase our ability to have more listeners at one time — up to 80 simultaneous streams.

F. Membership Drive: Bodhi and Gavin updated the Board on the up-coming events, which Gavin will distribute to the Board. Board members are being asked to primarily help with calls to Sustainers March 6-8 and to help promote and organize turn-out to the fun-filled 2 weeks. Perhaps the biggest contribution Board members can make is signing on at least one new member.

Some highlights include,

“Get Thanked” for DJ involvement and training on the drive volunteer slots.

High Profile call-in from Amy Goodman

Ladies arm-wrestling March 4 at Phat Thai, posters and Facebook event.

Green is the New Black 3/10 and 3/11, where we'll be Sponsoring event and distributing stickers advertising.

March 9 Spring Gulch Moonlight Ski - St. Sopris Nordic Council - weather dependent

March 13 Youth Live concert

March 23 Thank you event with acoustic music

Two non-profit spots daily

An advertisement is running in the Sopris Sun for the next 3 weeks, and Click and Pledge is advertising to our demographic via Facebook.

Discussion of Fundraising Goal for the Drive and how long/whether to ask for membership between major drive periods should our goals go unmet.

G. **COMMITTEES:**

HR: Primarily assigned to assist with structuring annual reviews. Work group to re-convene after the Membership Drive

Digital: Committee did not meet since the prior Board Meeting and will report in March.

Fundraising: Grants Update, some immediate Action Items. Gavin, Patrick and Amy to meet regarding a few immediate next steps. The Fundraising Committee will also meet and receive a full update on March 6th.

Heather, Annalise and Gavin to meet regarding specific Upcoming Deadlines including for the Summer Event.

Colorado Gives Day Application to be submitted this year.

Waiver for Future Rights to share on-air content finalized.

KDNK is the media sponsor for a Community Civics Carnival to be held at the Launch Pad.

Community Advisory Committee: Brief discussion of the need to recruit an additional member, look at the structure for their involvement, and utilize the group in Strategic Planning.

Strategic Planning: Date set as April 16th. Andi to spearhead the organization of this event. Discussion of how to organize the day (or 1/2 day) and whom to invite.

Board Improvement: To be organized later in the calendar year.

New Business: Need to formalize a contract agreement between KDNK and Andy Zanca Youth Empowerment Program and look at the issue of insurance.

Close of Meeting: 9pm

