



MEETING NOTES

Subject: Regular KDNK Board Meeting 4/17/2017
Location: KDNK classroom
5:40pm

Present:

- Maria Wimmer, Amy Taylor, Heather Dalton, Scott Levine, Stu Bryner (via phone)
- Public & Staff – Gavin, Ashley Petrey, April Spaulding

A. Check In: Greetings from each Board member.

B. KDNK University (an opportunity for Public and Board member education about the station):
AZYEP (Andy Zanca Youth Empowerment Program) Presentation from Beth Wysong

The AZEP program helps to provide voice, esteem, creativity and collaboration, and an authentic audience to its participants. It aims to empower youth from diverse backgrounds to express themselves and develop leadership skills. The program was established by Annemarie Zanca in 2000 in honor of her brother Andy Zanca, who was a youth DJ from age 9 and tragically took his life at age 21. The program has reached 3,000 kids ages 8 to 18, since its founding. It combats isolation and provides radio access for kids. The program includes 6 hours of live radio broadcasting/week on KDNK, which involves about 30 kids/month. Fifty percent of participants are of Latino descent and the programs are often bilingual. AYEP involves many activities off the air, including classroom collaborations that become poems, PSA, podcasts, stories, a peer mentor program and scholarships that are awarded to student for leadership, community commitment, and understanding of radio.

It was noted for the Board, that while AZYEP operates within KDNK's building, the program has its own insurance, covering the liability of having children at the station.

C. Approval of Minutes from March 20: Heather moved to approved the minutes as revised prior to the meeting; Amy seconded. Unanimously approved.

D. Public Input: None

E. Treasurer's Report — Maria

KDNK underwent its audit last week, which went well. The auditor found no fraud and the audit should be finalized in a few weeks to a month.

Discussion ensued about whether KDNK should use Cash, which we use currently, vs. Accrual Accounting. The issue arose because the auditor recommends a move toward accrual accounting. This impacts the presentation of the organization to the public and potential / existing donors. Stu and Heather have contacts who may be able to assist with this decision of Accrual v. Cash accounting.

The issue of outstanding Accounts Receivable, which was discussed during last meeting, was a bookkeeping issue - not a true reflection of outstanding debts.

Two points of interest were that currently KDNK's underwriting revenue is down from April 2016, and that the ladies Arm Wrestling event raised \$725.

F. GM Report — Gavin

KDNK Thank You Party after membership drive had a huge turnout. We awarded all the great prizes and thanked sponsors. Positive atmosphere and great turnout.

Grant applications continue. We asked City of Glenwood for discretionary funds to do more cultural coverage of Glenwood activities. We asked the Duncan Charitable Trust for funds to add Spanish-language DJ training and production assistance to our current training offerings. Pitkin County awarded KDNK \$7k.

Garfield County maintains that they want us to pay \$1000+ for monthly rent at their Lookout Mountain tower on BLM land. Gavin will meet with Engineer Jon Banks staffer Frank Coberly on 4/18 to discuss our departure from the site after decades. We have a tentative agreement in place to move to private land owned by Glenwood Caverns at below market rent. Jon Banks has initiated FCC translator move paperwork, but we won't get approved at the new site until after GarCo is requesting payment, so we are hoping to extend how long we can stay and minimize time off-the-air on 88.3FM. Meanwhile, Pitkin County Translator staff are suggesting to Jon and Gavin that our static issues on the 94.7FM Snowmass signal and 88.3FM Aspen are being caused by a receiver issue at the Williams site. We are still awaiting action to address the problem and continue to receive complaints from upvalley listener members. Aspen Public Radio's ED has been helpful and supportive throughout.

Radio Free America archives were off by an hour for two weeks after Daylight Savings kicked in despite notifying them within 48 hours of the problem starting. Gavin spent several hours on the phone and administering the site, but all archiving was fixed by 4/10. Since then we've had more problems, with archives not starting at the top of the hour. RFA techs are troubleshooting.

Radio Rethink, meanwhile, was helpful with customized donation functionality on our Listen Live player during the membership drive. We are launching pre-roll advertising on the stream soon, to generate new digital revenue and offer new underwriting to reach 3000+ unique listeners.

Katharine from SunSense Solar noticed that Xcel Energy has been errantly charging us on a Secondary General (SG) rate instead of a Commercial rate. SG is for customers who use over 25kW per month. Our usage is nowhere near that. So I called Xcel on 4/4 and got this rate change request filed, which may take some time to process. Katharine estimates we will pay \$785 less annually. I checked in with CLEER about energy efficiency of the building and Brandon Jones (also a KDNK DJ) sent back a record of improvements made in the building.

SunSense has proposed to install solar panels on the roof of KDNK with zero out of pocket costs for us. Instead they want us to help launch a PR campaign.

Amy Hadden Marsh met with board president and GM for overdue annual review. Luke Nestler will be reviewed next week. The rest of staff will get reviewed around June 30th.

KDNK was approved by the town (and our insurance company) for a liquor permit to operate a beer tent and membership outreach booth at Dandelion Day on May 13th. Cody is leading the advance planning for the effort and Bodhi will help coordinate day-of.

KDNK is applying for a zoning change from Residential High Density to Historic Commercial Core. The primary reason is to get conforming with our use, so we can have up to 49 people in our Broadcast Learning Center for events including live music, movie screenings, happy hours, talks and potential earned income from band rehearsals, classes and trainings. Planning and Zoning Commission will hear our case on Thursday April 27th. Door-knocking continues.

Leah Todd from Solutions Journalism Network will lead an hourlong presentation at KDNK on May 1st. She is going to help our news department with a creative approach to storytelling and we hope to qualify for grant funds through their program once we establish a connection.

The Community Advisory Board will meet on May 11th at the station with Luis Yllanes serving as the new chair and other members including Amy Barr, Annemarie Zanca, Lynn Burton, Olivia Pevec and Brandon Jones. We need to determine which board member will attend as liaison.

KDNK will be participating in the NFCB Conference in Denver in July. Gavin will moderate a panel called Empowering Youth in Radio featuring Beth from AZYEP, Ali from KVNF and others. The Rocky Mountain Community Radio Network will also facilitate a summit of rural stations there.

KDNK will partner with Carbondale Arts to bring The Band of Heathens to town for a concert and fundraiser on Friday August 11th. This is a unique partnership and opportunity to use the grant funds we are due from Town of Cdale for Blues & BBQ in a new way. More info soon.

For our “one big event” we plan to take on Halloween weekend as a major fundraising event for KDNK. The event will be something akin to a Dead Man’s Prom and could potentially take place at the gym at the 3rd Street Center. The goal is to raise \$5,000.

For our Major Giving efforts, the fundraising committee has discussed new levels for the KDNK Record Club. Gifts of \$1000/year make you a Record Club Member, \$2500 is a Hit Record, \$5000 is a Gold Record, and \$10,000 is a Platinum Record. We still need to determine how these levels relate to the Gold Records we put in the hallway at KDNK.

Discussion ensued about the SunSense proposal. Board members raised several concerns related to energy production benefit of the trade, a closer look at KDNKs energy usage and needs (kilowatt hours/day), impact on KDNK’s other utility costs, the possibility of needing additional panels, and a thorough assessment of KDNK’s roof.

Gavin will go back to Katherine from SunSense with our concerns, and she may present at the next meeting. Several details of the agreement need to be worked out in detail.

Guidelines have been outlined for performance-based pay increases for Staff of 1-2% on top of 3% cost of living increase. Stu or Scott will assist Gavin with the next review, of Luke in the next few weeks.

G. New Business — Heather

Board Seats: Ashley and April said a few words about themselves and their interest in joining the Board. Both are interested in focusing on the relationship between KDNK and the surrounding community.

Heather moved to elect Ashley to the Board; Maria second. It was unanimously agreed that Ashley would join for the standard 3-year term.

Amy moved to elect April to the Board; Heather seconded. It was unanimously agreed that April would join for the standard 3-year term.

Vice President: Heather shared her willingness to serve as the new Board Vice-President and motioned for appointment; Amy seconded. Heather was unanimously elected.

H. COMMITTEES:

Board Improvement — Scott

Congratulations to the Board on electing two new members. Andi will meet to review the roles and responsibilities of Board membership with April, Ashley and likely Heather and Amy.

Community Advisory Board Liaison. The first meeting will take place on May 11. Heather moved to name Scott the new Liaison in light of Lee's recent lack of involvement with the station. Heather moved; April seconded. Scott was unanimously made CAB Liaison.

HR Committee — Gavin and Andi

Luke will receive the next review. The remaining staff members will be reviewed in June.

Strategic Planning: Attendees of the prior day's very successful Strategic Planning event arrived at the station's Top 3 Aims for 2017: Improved and more professional branding and materials for the station, Development of KDNK's Major Donor program, and organizing "small space events/concerts" as well as tangible benefits of KDNK membership.

Stu, Scott, Ashley, April, Heather and Amy volunteered to be a part of a Marketing Task Force for the station. Gavin will send out possible meeting dates as soon as possible.

Fundraising — Heather

CO gives day is moving forward. Event planning is underway. Major Donor levels have been established at \$1,000 Record, Hit record \$2,500, Gold record \$5,000, and Platinum record \$10,000. Ultimately these levels will be increased and we would like to have parallel news related categories as well. Grant efforts have been moving along well (see GM report). \$13,000 of the \$17,000 budget goal has been raised to date. Gavin and Amy to meet on 4/25 to discuss the upcoming AspenOut and CCI proposals.

Digital Committee — Stu

Stu has been looking at our listenership and guiding Gavin to data collection resources. The majority of our listeners are in Carbondale, Denver and GWS. In terms of web "hits" most go directly to the organization's website, others use social media - facebook links. Gavin and Stu will continue looking at analytics, and will establish monthly meeting also with Loue. Their work will tie directly into the new Marketing task force's work.

Close of Meeting: 7:40 pm

