



MEETING NOTES

Subject: Regular KDNK Board Meeting 5/15/2017
Location: KDNK classroom
5:51pm

Present:

- Andi, Maria, Amy, Scott, Stu
- Public & Staff – Gavin, Bodhi

A. Check In: Board and Staff are generally well.

B. KDNK University (an opportunity for Public and Board member education about the station):

The Google Drive presentation will be postponed to the next meeting because three members, relatively new to the Board, were not able to attend the meeting.

C. Approval of Minutes from April 17: Amy moved to approve the minutes, Stu seconded, the minutes were approved unanimously.

D. Public Input: No members of the public were present at the meeting.

F. GM Report — Gavin Dahl

FINANCE

Dandelion Day was a big success. There are a few remaining details to calculate but it looks like we will net at least \$1,200 depending on getting some deposits back. We received grant funds from City of Aspen (\$2500) and Pitkin County (\$7000). Alpine Bank is committed to doing another \$3000 in sponsorship, and \$2000 in underwriting. Patrick (our Underwriting Director)'s commissions are available for Board review. RadioRethink ads are coming soon. The Colorado Gives Day application is ready, and just needs Andi's signature. We have an opportunity to distribute a flier about our pet memberships via C.A.R.E. to anyone adopting a pet (flier passed around for Board Member feedback).

FACILITIES

Zoning update - We received unanimous approval from the Planning & Zoning Commission on April 27th to rezone the building to be included in the Carbondale Creative Arts District. The Town Trustees will vote on our application at their June 13th meeting. Big thanks to Bob Schultz

for leading the effort. Proper notification will go out in the Sopris Sun, and we will need to set up a rental rate structure as well as any policies we want to create to facilitate this.

Gretchen helped get the weeding done and zone one of our irrigation system is now fixed. Genevieve will help with repairing the KDNK letters. The plan is for Permascapes Unlimited to do 3 hours of maintenance twice a month in trade for underwriting. Recycling, compost and trash improvements continue. Thankfully, Alpine Valley Services took my advice and fixed their collection issue on Sundays. AZYEP and the Carbondale Arts Rosybelles crew are partnering to add arts education to the Youth Summer Camp in June to create a mural on the side of the building. Eliza Rogan, mural artist and teacher, will prime the wall and sketch out the design like a coloring book. Kids will paint during AZYEP camp.

TECHNICAL

Jon Banks is retiring. He is handing all of his clients over to another engineer named Gregory Benson soon, with whom we will most likely work. Backup power test was very effective. Zero noticeable effect on-air. We also noticed two issues: the editing computer in the production studio is not connected to backup power. And the flashlight in the equipment closet has a dead battery. Generator was perfect. Gavin would like to do these tests twice a year going forward. Garfield County meeting was friendly and resulted in us getting permission to continue at that location through the summer at no charge. Jon Banks is filing FCC application to move our 88.3 translator for West Glenwood from the GarCo site to a private site owned by Glenwood Caverns. This will improve the strength of the overall signal and coverage to West and downtown Glenwood. We will incur costs for the filing and the physical move, once approved, that go beyond our quarterly retainer charges. The new rent will be below market rate, and likely to begin around September 1st. We've had signal problems in Aspen and Snowmass. I spoke to Jeff Pearce at PitCo Translators again today and he says they will have new antennas installed by the end of this month.

MUSIC DEPARTMENT

After Luke's annual review, he received a 3% pay increase. Thanks to Scott for coming. Cody stepping up in his absence, handling processing, reporting. I've been handling DJ subs. New DJs from the April training are making progress. One has now been on the air solo.

NEWS DEPARTMENT

After Amy's annual review, she received a 3% pay increase. Thanks to Andi for coming. Raleigh off to a good start. Check out his interview with the scientist let go by EPA.

MEETINGS

The July board meeting was moved to Monday, July 24th because Gavin, Luke, Cody, Bodhi and Patrick will be attending NFCB conference the week of July 17. Andi moved to approve the new date (July 24). Stu seconded, and the Board unanimously approved of the change.

CAB Meeting was very positive and some good ideas came out of it. Gavin to share minutes once approved by CAB members.

Digital Committee (Stu and Louie) met today. Discussed security, archives, analytics.

The first Marketing meeting to follow up on the Retreat was very valuable. Gavin would like to shift the name of this effort to Publicity for maximum buy-in. We are setting out to align our messaging and communicate more effectively for membership, underwriting and major donor efforts. A question that arose is whether our current logo is: the mountain, the call letters, the raven, the mission, the frequencies? The current legal ID works but perhaps it time to refresh this. Similarly, the taglines in the scripts for DJs are a mixed bag. Some highlights of the meeting, which may be useful to the messaging were that KDNK is rare, special, has a magic to it, to be persevered, sustained, and empowered. Also, we need to protect the mission, our uniqueness, our hyperlocal and regional focus. We want to outline major new program ideas while building our fundraising plan and making decisions strategically. Our independence is precious. The access model is so important to the character of what our listeners expect. But program quality, professional development, higher expectations and accountability are going to be essential to the next wave. For messaging and a PR strategy, we'd like to use the "KDNK is Yours" tag extensively, as well as testimonials that are clear and to the point. Let's think about "Top Ten Ways to Make KDNK Yours" and point to each when we promote things or throw events.

Heather agreed that we have best of both worlds, bohemian and hyperlocal, but also respected as a news source throughout the valley. Both public access and professional.

Listener Survey - Need to circulate past questions, results, as a jumping off point for the next one.

Sunsense — The Board revisited the issue of the Sunsense proposal. Andi marketing for them. giving the labor. 10 years useful life - deferred 10 year maintenance cost. Challenge is for the future and. The Board would like the station to be careful about how the relationship is promoted by DJ's. It was felt that test aspect of the proposal is that it's on mission. Some board members, however, felt that the downside is that in the worst case scenario, the station would only save \$240/year. It was considered whether going ahead with the proposal could this be "green washing" and how else might we be more sustainable and clean our carbon foot print. Is another option wind power down the road. Another concern is that we may be devaluing under-writing with trade.

After a lengthy discussion, Andi moved to approve the Sunsense proposal if the following conditions were met: that the arrangement include 18 panels (we would get some from memberships, but Sunsense would supply the balance) and that Sunsense provide five years of basic maintenance suggestion. Scott seconded the motion. It was approved with four of five Members voting yes.

E. Treasurer's Report — Maria

Some Board members would like to look at a Q1 Budget v. Actual and Profit and Loss Statement at the next meeting. Underwriting is currently below projected, though Patrick made a great effort while away from the office. The Cash v. Accrual accounting issue was revisited briefly. Gavin and Andi to reach out to some other station and nonprofits as to what they're using / find most effective.

G. New Business

The mural requires vote to approval. Stu proposed that the Board approve the creation of the mural under the following conditions — that a timeline for its completion be drafted and that a degree of professional quality be guaranteed for the mural itself. Maria seconded this proposal, and it was unanimous approved but the Board.

Board Seats - in light of his recent email, Lee has officially left the Board, therefore we have only eight of the nine seats filled. The Board discussed whom and how we should we recruit. Our current procedure is to require a bio and letter of interest from any new candidate. It was agreed that a recruitment committee would be useful. Gavin volunteered to follow up with Ashley about potentially leading this effort.

H. COMMITTEES:

The majority of the committee representatives (Board Improvement — Scott; Community Advisory Board — Scott; HR Committee — Andi, Gavin; Strategic Planning — Andi, Gavin; and Digital Committee — Stu, Gavin) felt that the content of their reports had been sufficiently touched upon during the meeting.

The fundraising committee also deferred to previous meeting content except to note that Amy and Gavin will be headed to the Western States Public Radio conference in Salt Lake City, UT May 23rd and 24th. NPR affiliates will be in attendance.

Close of Meeting: 7:50 pm

