



MEETING NOTES

Subject: Regular KDNK Board Meeting 11/20/2017

Location: KDNK classroom

5:34pm

Present:

- Andi, Amy, April, Ashley, Stu, Jero, Maria, Scott
- Public & Staff – Gavin, Erin, Greg

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

Meet the Staffers:

Erin Galbreath, KDNK's new Development Director. Erin loves the mission of KDNK and is up for the challenge. She has been enjoying meeting the community and feeling very welcomed.

Greg Albrecht, KDNK's new Underwriting Director. Greg hails from a large local family and lives in Glenwood Springs. He has a background in business consulting as well as deep roots in the valley. He loves the outdoors and is also committed to the mission and the opportunity to deepen and utilize his valley roots. He and Erin expressed a pretty smooth transition with Patrick and Bodhi. And the Board shared the sentiment of being sad to see them go.

Andi established that the budget and KDNK's December board elections are the primary goal for this meeting, as well as prep for Labor of Love. Andi also wants to meet with each board member individually about what we are committed to offer in 2018.

Andi made points about Board members volunteering to think about and ask the people we know to support KDNK financially. People often do not give simply because they are not asked. Each board member completed a form about who they might approach in 2018. Erin collected the forms for she and Andi to follow up.

B. Approval of Minutes from October: Amy moved to approve if the apostrophe in "DJ's" (SIC) is removed. Stu seconded. Decision was unanimous.

C. Public Input: None present, but Stu wanted to let us know that CO Sec. of State website course was worthwhile. Heather had sent out the link when she was VP, which is <https://www.sos.state.co.us/pubs/charities/boardTraining.html>.

D. Upcoming Calendar: Board Members took a minute to make sure some upcoming events were on their calendars.

Dec. 1st Labor of Love at The Village Smithy
Dec. 5th CO Gives Day
Dec. 18th Next Board Meeting
January 12th Amy Goodman at The Temporary in Willits

E. Elections and Annual Meeting - if 3 or fewer people apply, we do not have to hold a formal election, but we are likely to have more than 3 candidates. If there is an election, 5% of members or more will have to vote. Potential applicants will need to apply by Dec. 4. From there, we'll proceed with an election if we need to. Erin raised the question of looking for diversity on the board, which the board is quite interested in doing. Nominees also have to be members of KDNK, which speaks to the stations need for a diverse group of listeners. The board has an unbiased arbitrator for the elections Meredith Bullock. Questions were raised about the timing, the anonymity of voting, and the use of Survey Monkey. Stu to touch base with Gavin about Survey Monkey, which he has set-up for KNDK and all the systems are in place for us if we go that route.

The "state of the station" will kick off the annual meeting. Andi and Gavin will put their heads together between now and then as to what this should involve.

F. Committees / Task Forces

Treasurer's Report: Distribution of Proposed 2018 budget.

Gavin explained what the budget creation process looked like, in terms of transparency, and a goal of easier bookkeeping with Bob Z, our accountant. The proposed budget was reviewed at 5 formal meetings (2 Fundraising Committee meetings, 2 Finance Committee meetings and a staff meeting) with additional input from Digital Committee. Regarding events, the April 15th Anniversary Event is projected to raise \$3K though it's never been held of course, we are optimistic! Increases to payroll are based on projected full 5% salary increases. The AZYEP programming costs line was explained. We're projecting a 10% income increase in 2018. Ultimately after discussion, the Board became comfortable with the large increase despite being, currently short on the 2017 budget until the Labor of Love and Annual Fund. Greg is optimistic about exceeding the goals for underwriting. Jero made the important point that the budget is Gavin's tool to guide the work that he will do in 2018, and that Gavin will have to "trim the fat" if income is falling short. Gavin used the Halloween Dance Party as an example of making up for shortcomings as they arise throughout the year. Gavin talked about other areas of income that are realistic and sometimes conservative and have room to exceed the current goals. Areas of projected increases in revenue include events, record club, commercial studio production, grants, and membership. A take home message was that the board is partially responsible for fundraising. While earned income is conservatively estimated in the budget, it has the potential to grow. There is confidence in our ability to develop the Record Club.

Andi - any changes that want to be made? Numbers to look at? Things left to say, especially from Fundraising and Finance Committee members. Are we ready to make a motion to approve the 2018 proposed budget? Stu appreciated the digging into expenses moving forward and acknowledged Gavin for his diligence. Scott agreed with the optimism for growth. Gavin wants us to meet in January to revise the budget based on 2017 budget to actuals, with which their was firm agreement.

Andi moved to approve the budget as proposed. April seconded the motion. No further discussion was required and the budget was unanimously approved.

Fundraising:

Updates - We will soon be receiving a \$5K I.A. O'Shaughnessy family foundation grant for computer equipment. Will buy a Mac for editing workstation station, new PC for Development Director, current computer to be used for volunteers.

Labor of Love - 20K goal. Close to \$10K in donations to date. Katie Dahl to help with how to set-up the auction. Big emphasis is on getting credit card information upon entrance. Need all items at KDNK by next Monday 11/27. Concern is the overuse of the space -- full of items. Online auction items will help with the space issue. There is concern about "competing" events (including the cup auction) that night. How much could be done online? Can we pull off moving up items onto the walls of the Smithy? The bottleneck possibility might not be bad for the feeling that the event is "happening." Board members are asked to arrive at 3pm on that day. Next Fundraising committee meeting is Monday the 27th, and LofL will be the primary topic. Gifts are coming in. We really need a timeshare or vacation location auction item as a big ticket.

Record Club Dinner - Thank you letters went out, and need yet to be slightly revised and sent out to those that did not attend. The event went well. Eight Record Club members attended the evening and great discussion was had.

Annual Fund - 800 letters were sent out!

CO Gives Day - Our site is live and searchable under Carbondale, radio, news, music, looks good. FB event page is live. Will promote more after LofL. Can create a specific campaign, which Amy and Gavin are working on. The back of the LofL bidder number will have advertisement/link for CO Gives Day.

GM Report:

FINANCES

We received notice of our 2018 CPB grant award. It will be \$116,003, which is down from \$118,879 this year, as expected based on 2016 revenues being down slightly. Meanwhile, I attended another CPB webinar on financial reporting.

We just learned we will be receiving a \$5k technical assistance grant from I.A. O'Shaughnessy Family Foundation around the first of the year. This will buy a new Mac editing workstation in Luke's office for volunteers to expand our production capacity with both Audition and ProTools. It will also pay for a new PC computer for the development director. The current membership computer will become a volunteer work station in the membership office, for new office hours.

Membership drive followup: Our total deposited membership line is up to \$72,710 since August 1st. We ended the fall drive when we hit \$70,000 in pledges (not all collected at that time).

Car donations have continued. In October, three vehicles were donated to KDNK through Vehicles for Charity. Two of them resulted in \$0 net payable to the station, while a third was sold for \$550 and we received \$340 total. Cody's promo has gotten rave reviews.

TECH

Gavin has a meeting with Carlyne Heldman from Aspen Public Radio tomorrow, 11/21/17, regarding our plan for engineering.

PROGRAMMING

Community Advisory Board met on Thursday night, chaired by Luis Yllanes. Mark Taylor joined. Big topic was changes to the timing of Democracy Now, a decision which has not been conclusive.

10 newbies came to DJ training last week! Luke thinks this is the biggest group he's ever taught.

The News Department has saved our latest entries in the annual "Best Local Newscast" awards from the Colorado Broadcasters Association. We are awaiting final instructions for submission.

Amy H.M. and Gavin took advantage of two full scholarships to the Solutions Journalism Summit in Sundance, Utah. They did two rigorous days of workshops and small group trainings with Pulitzer winners, college professors, and editors from around the world. Totally inspiring.

COLLABORATION & CONFERENCES

Luke, Raleigh, Cody and Gavin attended the annual Rocky Mountain Community Radio coalition conference in Durango, hosted by KDUR. Gavin was voted president of the board for the coming year, the same day reporter Bente Birkeland broke the first big story in her series about sexual harassment at the state capitol.

KDNK is joining Greater Public, a resource for professional development for underwriting, development, and marketing for public radio, and PRX, the Public Radio Exchange.

Community Board Liaison: Meeting went very well. Plan to meet quarterly, instead of twice a year.

HR Committee. Hiring process for new Underwriting and Development Director positions went very well! Congratulations to Erin and Greg as those positions drew a competitive field. Gavin is scheduled for a Jan. review. Amy H.M. and Luke will be reviewed at the end of Q1.

Digital: To meet in December

Follow Up from Last Meeting: None required

Meeting Adjourned: 7:55pm