



MEETING NOTES

Subject: Regular KDNK Board Meeting 1/23/2017

Location: KDNK classroom

5:40pm

Present:

- Board Members — Andi, Stu, Annalise, Maria, Amy T., Heather, Lee, Scott
- Public & Staff – Gavin, Amy (about halfway through)

Discussion Points

1. Call to Order. Those present consented to recording the meeting for the purpose of meeting minutes.
1. Motion to approve December meeting minutes. Seconded by Scott. Approved.
3. Check In: Board members and Gavin are generally doing well, and enthusiastic about the year ahead — new Board Members, an upcoming Board/Staff Retreat, new energy, and a new General Manager (GM)
4. Public Input: Gavin pointed out that if no one from the public is present this evening, the Board does not need to go into Executive Session to discuss the new GM.
5. Officers' Reports:
 - a.) Treasurer's Report (Maria)

Maria directed those present in a review of the 2016 Budget to Actual and 2017 Projected Budget. The projected budget for 2016 was approximately \$485K, which we were off by approximately \$38K (not raised during 2016 calendar year). General short-comings included the fundraising, underwriting, membership giving, and events. Operating expense increases included NPR costs (related to fees)

Line 34 of the 2016 Budget "Annual Fund" was set for \$15K, and grossed \$21,698 (about \$7K up). This represents the Give Big to My Station drive and Year End gifts (YE). YE gifts count toward the 2016 budget, as they have in years past, even if they hit our accounts in early 2017.

Reflecting on this discussion, the general feeling was that revisions to the 2017 budget need to be made once the new GM is in place, and not before.

In reviewing the 2013-2016 Budgets, it was noted that the disparity of budget vs. actuals in 2016 is dispersed. "Everything is just a little bit below where it should be," stated Gavin. The Stars Salon event was not financially successful. Based on funds raised, the Blues and BBQ, Mr. Sopris and Stars Salon events will not to be held in 2017.

Heather inquired if the Corporation for Public Broadcasting matching grant designation for KDNK was \$100K or \$300K. The \$300K designation is correct, and was met in 2016. It may, however, be possible to change our designation in 2017.

Annalise iterated that the Fundraising Committee suggests KDNK focus on Membership Drive for now, which will be held March 1-15. A Spring/early Summer event will be held once a new GM is in place. The grant from Carbondale will still be awarded if it is not specifically for a "Blues and Brews" event.

Maria is set up with new Car Donation company, and registered with Alpine Bank, Vanguard and the Sunlight Health Insurance.

Gavin ran into an issue related to dental care. To be resolved via Andi.

The generator donation \$10K comes from the City of Aspen, and we are waiting to hear. Susie thinks we get it like clockwork, but that it was earmarked this year. Andi to follow up but we think it has not come in.

Andi pointed out that the Board may want to consider having our Accountant, Bob Z. prepare financial documents for meetings. Andi and Maria to follow up with Bob Z.

b.) News Department Report (Gavin)

Gavin reports that he thinks Steve Cole's pay is being treated like 2 hour shift Mon-Fri. However, the morning shift is closer to 2.5 hours. Gavin recommends a review. Gavin reports that he thinks Mike Lemer is currently paid \$15/hour as a contractor. This is a rather small wage considering his value, and he does not bill for travel time. To be discussed down the road. (Budget line is line 59) Maria was asked to request a transaction report for this line of the budget in 2016.

Additionally - During the recent storms, Amy worked a lot of overtime and Mike Lemer worked 4 shifts as well as sat in horrible icy traffic. We're relying on these people. Lemer is scrambling to help us. How can we budget for this going forward? Should this be in the News Department Budget?

Gavin noted the new line item in the 2017 budget for a possible fundraising staff person. During a prior discussion of the Board, it was felt that a Vanguard withdrawal might be reasonable for such an investment, TBD.

Gavin indicated he did not plan to expend from the News Procurement line item in the budget as it is needed as a back up in case of something unforeseen.

c.) Staff/GM reports

Amy recently purchased some portable digital recorders for the station. While testing them, she learned that some of KDNK's cables and boom mike are in disrepair. We may need new / upgraded equipment.

Gavin stated that there are also some sound issues. Steve was always reassuring that these issues would be addressed, but where does that fit in to the budget? The need is not immediate.

Maria was asked to obtain 2016 report on budget lines: Broadcast Supplies line 45, Office supplies 60.

Annalise pointed out that perhaps there are specific grant opportunities for equipment. Gavin offered that adding those items to growing "wish list" for donors would make a lot of sense. (Fundraising Committee to review with new GM).

c.) Community Advisory Board Liaison (LEE)

Brent stepped down. We need a new Leader. This was mentioned in latest fundraising Thank You letter. Lee to follow up on CAB seats with CAB.

d.) Board Improvement Retreat / Strategic Planning

Andi suggested that we hold the retreat on a Saturday. Gavin reminded the group that there can be no votes during Board Retreats. It was agreed that the Board wants to have the new GM at the meeting. A potential location and goal were discussed, including getting to know each other and Strategic Planning. Annalise will send out a "Doodle" to gauge Board members' availability. Lee and Scott to work on agenda.

e.) Digital Committee

The meeting was tabled due to the involvement of several members on the Transition/Hiring Committee. They will meet prior to the next Board Meeting. We were reminded that one can now listen back to your favorite show that you may have missed through a link to Radio Free America, called "Listen to Shows you Missed"! Gavin will find out if we can track people's use of the link. Maria will be stepping down from the Committee due to her Treasurer responsibilities.

f.) Fundraising Committee

The Committee established that the membership drive will be the current priority. As far as Action Items they've accomplished, the Committee secured several Early Bird donations (for the membership drive). Heather inquired and Gavin clarified that everyone who donates before the 3/1 drive is entered into the "early bird" drawing, which are announced at given times during the

drive. New GM would put out first request to avoid mail 2/1 - 2/10. Question is about what to say to the donor. Appropriate language when requesting donations includes that the donor will receive "several on-air mentions." If a spot is produced as a trade it cannot be tax deducted.

There was some discussion on solidifying the traded prizes for the KGNU winner. Heather requested help to review promotional materials to change the contact information out of Steve's name. Also, the Committee plans to look for grant documents during their next meeting on 2/6.

Other FR Committee Priorities include:

Roaring Fork and CO Gives day

Partnership Events

Grants

Social Media Strategy w/ an Intern

First Fridays

Peer to Peer Micro-funding through www.classy.Org. DJ teams to stream \$ back to KDNK KDNK studio session CDs as TY's going forward. Blanket release shared with Luke for going forward.

Movie Nights here

A possible Development staff person

Andi raised to the Board's attention that the Pitkin County Grant is due on February 2. Annalise and Amy volunteered to assist in the writing.

Gavin shared that Year End Giving was promoted on-line and in letters to current membership, but it's been a hectic time. "Give Big to My Station" did not have the PR / Marketing arm that it could have. Andi shared the opinion that PR and Marketing would be a big subject for the upcoming Strategic Plan.

Andi reminded the Board that Patrick asked us to review the current business underwriters. Also, we gathered documentation at the end of last year to document trades, but should do that as the year progresses in the future. To be reviewed with future GM.

g.) Membership Drive

An update was sent out on Friday, but staff is still looking for more ideas regarding the Drive. Everything is still in "draft" form and input is welcomed by 2/1. One change may be stream-lining the process with click and pledge and scheduling volunteer shifts for callers. We'd like to have food and a leader each day. We don't want to miss any pledges or make people work hard to give us \$\$\$. As Board Members, please volunteer when Bodhi asks.

There was discussion of tax receipts for donors and the strategy for pitching Early Bird donors. Gavin explained that they are announced and thanked but that we do not want to ask for specific language. "On air mentions" is appropriate. Also, Patrick would appreciate help w/ the commercial language of underwriting. While the FCC will be de-regulatory, we need to be

careful. Our spots need to avoid qualitative language or calls to action. Andi observed that we also want it to be fair for all underwriters in terms of limiting all promotional language. Some discussion was had of whether the underwriters page should list who has given that year vs. is giving currently.

h.) Hiring Committee

Only the board was present.

The board considered the recommendation of the Hiring Committee and generally agreed that we had a wealth of strong candidates, each with different strengths and different futures for KDNK.

Some discussion was had about whether the decision needed to be made tonight, whether we would consider additional interviews or additional follow up questions to the Hiring Committee. Board generally felt ready to make a decision and confident in the work of the Hiring Committee.

There was also discussion about having an appreciation event for Steve Skinner and general agreement that we follow up on that and discuss with Steve. More discussion after follow up with Steve.

Stu made the motion to hire Gavin Dahl. Andi amended the motion to state that the Board would like to officially accept the recommendation of the Hiring Committee and make an offer to Gavin Dahl at \$55,000/year.

(For reference, the recommendation of the Hiring Committee stated that:

The Board could choose to accept the recommendation and provide the terms to forward a job offer to Gavin. While the Transition Committee would typically check references at this point, given the previous hiring of Gavin, we would not perform that task unless directed by the Board. The position was advertised as between \$55-60,000. The Board would need to specify the amount of the offer - \$55K. Gavin would have two days to accept the offer. He might choose to make a counter-offer, at which point a special Board meeting would need to be called in order to decide the matter. If the decision was made Monday night, he would be presented with the offer on Tuesday and have until 5 pm Thursday to respond. The Transition Committee told the other applicants that we would let them know their status by Friday 1/27 at 5 pm so resolving whether there is an agreement with Gavin would need to happen before that time. The Transition Committee suggests that Gavin start on February 1 and then we can be up and running for the March membership drive.)

The motion was seconded by: Maria (? double check on second).

The motion was unanimously approved.

Adjourned 8:35pm

