



Subject: Regular KDNK Board Meeting April 16, 2018
 Location: KDNK classroom
 In Attendance: Rick, April, Chris, Andi, Scott, Greg, Amy, Dustin, Gavin
 Absent: Ashley, Jero
 Call to Order: 5:37pm

Topic	Discussion Points	Conclusions / Person Responsible for follow-up
<ul style="list-style-type: none"> Check-In 	<ul style="list-style-type: none"> All agreed the weekend was a blast and very successful. 	
<ul style="list-style-type: none"> KDNK University 	<ul style="list-style-type: none"> 8 Signals currently: primary is 88.1 from Sunlight to Parachute; 88.3 in West Glenwood (our own signal, re-negotiated last year); 88.3 in Aspen - our license; 88.5 Redstone (Pitco); Basalt 88.5 (Pitco); Leadville 93.5 (ours); 94.7 Old Snowmass (Pitco); Ruedi 94.9 (Pitco). Ninth frequency available through Pitkin County. Translator Board hearing is May 9th 6-8pm at Basalt Fire Station in El Jebel. Primary goal is improved coverage for Snowmass Village. County would maintain it. 	<ul style="list-style-type: none"> KDNK has submitted the new, additional Pitkin County FM signal application. Luke, Andi and Chris will attend Pitkin County Meeting on May 9th.
<ul style="list-style-type: none"> Minutes Approval 	<ul style="list-style-type: none"> Gavin's changes have been incorporated. Amy moved to approve; Rick seconded 	<ul style="list-style-type: none"> Unanimous
<ul style="list-style-type: none"> Public Input 	<ul style="list-style-type: none"> None present 	
<ul style="list-style-type: none"> GM & Staff Reports 	<ul style="list-style-type: none"> Spring membership raised \$74K; Greg raised \$19,000 in BCG (27 new!) 	

- Andi - As a business, it would be nice to know when your BCG will be on the air. Greg - good idea. Added layer to make sure it happens, and happens fairly for all businesses. A challenge would be timing it well with specific shows & DJs. I would try to do best by each grantor. Some DJs pitch more and less successfully. Gavin - even some who came to meetings didn't execute pitches; we'll need to get this better communicated going forward. The News Department playing the nonprofit interviews at the end of ME & ATC news hours was very effective. Also, sharing prerecorded nonprofit interviews with a pitch at the end can be effective for the nonprofits to distribute to their own supporters. Chris - this approach could be used to incentivize with early birds. Greg - I am being proactive about using the 10 underwriting messages that businesses get with their BCGs.
- Drive signed up 100 total new members; 50 was the goal! Phone banks being used to contact members as far back as 2014 and the database improvements along the way were great. The drive did take 17 days and a key goal is fewer days. With more advanced planning, we can get there. Scott - nothing wrong with 17 days.
- A Nissan Pathfinder to be picked up soon and go through new car donation provider CARS.
- Mary Lilly's estate gift is held up in Mexico. Amount remains unclear - \$20-\$40K perhaps.
- Vanguard statement (reserves) down \$2K related to stock fluctuations. It is \$183K at this time. Perhaps in July, we need to discuss trends / consider alternative options based on the stock market, to protect this major asset. Greg - Tim Rahmeier is a great asset planner and may be able to look. Dustin - with planning, we may take an opportunity to put cash in cash reserves. Gavin - 5 years of mortgage payments left, is there a possibility that we should pay it off? We can't improve the rate, and so far we've been able to budget cash flow and pay on schedule. Greg - should we get Tim's input now? Dustin - long term look, fresh eyes, can't hurt. *Greg to speak with Tim about his willingness to look at KDNK's investments. Gavin to locate existing investment policy.*
- Kids movie night success: 19 kids. Thanks Peppinos for their discount!
- Erin - no scholarship to PMDMC conference in July, which Gavin, Erin, and Greg will attend. Erin will attend a motivating members session. Greg and Gavin will attend the sponsorship model for events session. Andi - How much per staff member? Gavin \$2K plus travel. Andi - That line will be \$2K over projected budget. Gavin - that line will pay for itself in terms of the value of this conference. Andi - Fundraising training, not specific to radio, but executive level nonprofit fundraising training will also really benefit Erin and Gavin. Aspen Community Foundation may do some Technical Assistance. Gavin to follow up.

- Gavin got a scholarship to Western States Radio Conference, covering his flight and his other expenses.
- Ladies Arm Wrestling was less of a \$ success. Approx. \$900 net. Turn-out. Rick - check calendars to coordinate, competition with 80's Prom @Willits
- Birthday Bash will be reported upon at the next meeting. Costs \$4,000; Revenue may be closer to \$3,000. April - soundcheck and sound was great in general. Gavin - cheap ticket price may have been a mistake. The #s didn't pan out as hoped at \$3.50/head. Space and sound was too expensive for the event. Rick - learning experience. Birthday will always compete with end of ski season. April - as many people would have come at \$10. Rick - good event! Rick - we'll tighten it up when we focus on other events, perhaps charge more for the ticket, but get a drink ticket.
- Tech - Network Attached storage is live. New DAD server is in place, will be deployed in June. Largest line item in these expenses. Chris - will we ever have a 3rd DAD? Gavin - No, the storage is essentially a back-up DAD, but we haven't moved to it yet. It's a server vs. dedicated hard drive, so the concern is that it may slow response time for DJs. DAD library will be alphabetized and re-organized this summer with input from the Tech Committee. Then DAD from home for DJs will roll-out! Chris - are the files attached to the DAD interface? It's a tricky system. Andi - we have heard this before. Gavin - we could move the entire operating system since all songs are now backed up but Enco is continuing to make DAD better. Committee can focus looking forward.
- Prof Development for volunteers - training on audio mixing of live broadcast equipment in the Broadcast Learning Center during on Mondays in April. About a dozen volunteers signed up in advance.
- Programming - Andy Zanca Youth Empowerment Program brought on two Glenwood Springs High School jazz ensembles for a live broadcast on 4/9/2018. Live remote broadcasts during membership drive were flawless from a technical standpoint. A special program during membership drive was our semi-annual Journalist Roundtable, which featured Aspen Public Radio's interim News Director Alycin Becktesh, Sopris Sun reporter Megan Tackett, and Carla Jean Whitley, Features Editor at the Glenwood Springs Post Independent, hosted by KDNK's Amy Hadden Marsh. The last DJ meeting was attended by 4 women who showed promise. New public affairs volunteer Traci Tomashosky hosted a show about United Way's coordination of new valley Americorps volunteers, and paid tribute to Amy Barr and Chris May on 3/29/2018.

• Board Committees &

• 35th Bday; Arm Wrestling; Drive Review - covered

• Amy to let Andi know if

<p>Projects</p>	<ul style="list-style-type: none"> • Andi - to share other feedback with Gavin about how the drive is organized offline. Erin keeps the feedback from membership drive - comments from members. Greg - Gavin does a great job organizing volunteers at the phone banking. Maintained momentum! April - that hasn't happened. Going 2 years deep on expired memberships made a big difference. • Mandate forms being passed around. Grants committee, no Andi comments. Finance Committee some revisions likely. • Grants Committee - CCI deadline is upcoming. We are also submitting to the GWS Discretionary Fund at the end of the month. • April 28th Board Retreat. Several Board members cannot attend. We may need to push it to May or June. • AZYEP MOU. Rachel, Andi's sister, sits on the AZYEP Board, is in agreement that it's a good time to do this when there are no conflicts. • Digital/Tech Committee - DAD update is the major focus. • CAB to meet on May 4th at 6:30pm. • HR Committee - went over Gavin's review, which was positive. • Executive Session - 6:30 / 6:46 Resumed Regular Meeting • Staffing/Personnel Policy - flexible vacation/personal/sick policies, not incredible compensation, making us among many valley nonprofits faced with having to provide this trade-off. Will need to vote on any upcoming personnel policy changes, but they need to go back to staff and then to Board to approve. 	<p>there are GWS meetings we can attend.</p> <ul style="list-style-type: none"> • Erin to compile and share event feedback • Andi to send out new poll for Retreat dates • Andi to spearhead drafting of an AZYEP MOU with support • Chris and Gavin to create Digital committee mandate. • CAB liasan will provide a report back.
<ul style="list-style-type: none"> • Upcoming Calendar 	<ul style="list-style-type: none"> • Saturday April 21st. Dustbowl Revival and Shook Twins at The Temporary in Basalt. Incredible talent. We're promoting one of the coolest shows in town! Greg - normally charges for Sponsoring, we are trading for some underwriting messages, both for the Shook Twins shows and in the future. 	<ul style="list-style-type: none"> • All to make best efforts to attend.

	<p>They quickly included “and KDNK presents” in their promotional materials, same day.</p> <ul style="list-style-type: none"> • Coming to town artist CDs featured in New Music section • Friday May 4th - First Friday Family Block Party - Youth Music Stage with AZYEP as a key coordinator. June/July/Aug/Sept open container rules will be postponed. • Sat. May 12th - Dandelion Day! This is our next Big fundraising event, as the beverage booth. Gavin needs volunteers. Dandelion-infused vodka will reappear, with our partnership with Marble Distillery • Second Sunday in June starts live music series with KDNK co-host 	
<ul style="list-style-type: none"> • Treasurer Report (Jero absent. Some discussion ensued with Financial report reviews) 	<ul style="list-style-type: none"> • Profit and Loss and Year to Date Budget vs. Actual provided at the meeting. One point was that most but not all Membership \$ was in by March 31. Percentages of overall budget column is useful against annual budget; P&L demonstrates the Quarterly spending. • Dustin - let’s all look at this for next time so that each meeting we’re not saying that we just got the information. Greg - we could use a Quarterly as well as an annual budget to compare. Gavin - some things, for example the membership \$, can be talked about now. Andi - let’s talk about it more in May. We look at Budget vs. Actual on a Quarterly basis. There’s never been a year that we’ve looked at the first Quarter in April. Dustin - you can then present it in that context next time. Perhaps the Treasurer can present these docs going forward. Andi - can we add a Budget % column from year prior as well. • Greg - Regarding the finance committee mandate, perhaps it needs to include an annual revisit of the big picture \$, reserves, etc.; Look at how KDNK should grow. More than operational financial issues. Andi - should we add long-range 	<ul style="list-style-type: none"> • All to look at the Financial Reports. • Jero to present the Quarterly Budget • Revisit at next meeting. • Will need Year to Date to demonstrate March income generation. • Andi to coordinate with and prep Jero for May meeting. • Further discussion of Finance committee mandate and whom is responsible for long-term financial planning of the organization needed.

	<p>financial planning to that committee's function? Greg - whomever addresses it, it should be addressed. Grants committee mandate signed and approved. Dustin - Can we make an ad hoc committee? It does need to be addressed at some point. Greg - Vangaurd \$, for example.</p> <ul style="list-style-type: none"> • Three \$1,000+ gifts all of the membership drive, so our support is grassroots and small amounts from many people. Someone anonymous gave \$6,000 and we may want to put that \$6,000 into the major gifts category of the budget. Andi - anything that's a major gift should go toward the Major Gifts budget line item. Currently a major gifts is a one time \$5,000 gift or \$2,500 over two years. • Accrual vs. Cash Accrual issues may be prominent during the Audit again in 2018. 	
<ul style="list-style-type: none"> • New Business 	<ul style="list-style-type: none"> • Minutes will look different going forward. • Andi - Heads up, I think we need at least two annual Record Club events. Gavin - prior to June 30th, let's have a Record Club event. • Dustin will go to Grand River Health and it may become harder to attend the meetings / or the meetings on time. Congratulations! 	<ul style="list-style-type: none"> • All are asked to provide any feedback on new minutes format. • Rick to make a Record Club event part of the next Events Committee meeting.
Adjourn	7:32	