



Carbondale Community Access Radio

Subject: Regular KDNK Board Meeting May 21
 Location: KDNK classroom
 In Attendance: Rick, Andi, Scott, Amy, Dustin, Jero, April, Chris, Gavin, Erin, Greg
 Absent: Ashley
 Call to Order: 5:34 pm

Topic	Discussion Points	Conclusions / Person Responsible for follow-up
<ul style="list-style-type: none"> • Check-In 	<ul style="list-style-type: none"> • Station sounds great lately! 	
<ul style="list-style-type: none"> • Minutes Approval 	<ul style="list-style-type: none"> • Discussion about follow-up from previous minutes - Digital now "Tech" Committee. CAB Meeting happened (put report-back on agenda for next meeting). Chris went to the transmitter meeting. Vanguard investments currently meet the policy in terms of %s stocks v. bonds • Andi moved to approve minutes, April seconded 	<ul style="list-style-type: none"> • Unanimous • Jero and Gavin to see if Vanguard will attend an upcoming meeting.
<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 	<p><u>FINANCES</u> The independent financial audit required by CPB is underway. Auditor Christy Reeves from John Cutler & Associates has been very informative and great to work with. Will file soon. Pending documentation on in-kind donations in 2017. This is important for matching dollars, which could come through in 2020. Greg - we need written agreements from future in-kind donors. Need invoicing and payment systems for multi-year income (on-going accrual vs. cash accounting issue). Gavin - Accounts receivable issue that kept arising is not a problem when using the accrual system. Greg - \$18K in old accounts receivable issues. Auditor's recommendation is to contact Quickbooks as to how to address these issues. Accounting is shaping up and our systems are improving as we move forward.</p>	

Erin, Greg, and I have sent personal hand-written thank you notes to all 100+ new members so far this year.

Dandelion Day grossed over \$1800 and netted over \$1300. Thanks to our partners including RFBC, Marble Distilling, and West Elks AVA. We ran out of beer and vodka before the end. Thanks to Greg Albrecht, Dan Hardin, Ken Jones, Rick Burrows, Scott Levine, April Spaulding, Carol Klein, Sarah Johnson, and all the other volunteers who helped make it fun. Our promotions and the quality of the band made a big difference, and we sold out of beer twice.

KDNK Presents Shook Twins and KDNK Presents The Deer were both jam-packed events. Ticket giveaways for Belly Up Aspen, The Temporary, Steve's Guitars have been effective. \$175 passes for the Ute Theatre show with Devon Allman Project and Duane Betts to be given away during a show in June.

We plan to launch a Give the Gift of KDNK campaign for the month of June. Individual memberships will be available for \$35 in celebration of our 35 years on the airwaves. Our goal is to raise an additional \$5,000 toward the membership budget. Mailing to include membership benefits and summer programming information.

TECH

Pitkin County Translator Board approved KDNK's application for a new FM signal that will improve our coverage in Snowmass Village (our 9th FM signal). We are awaiting news of when the Pitkin County Board of County Commissioners will vote to approve the decision. Chris - the Board was very welcoming, and thankful that Gavin had found the existing MOU regarding priority stations. New signal at 99.9FM will be on the air by the end of the summer, dependent on Pitkin County work.

The DAD monitor (screen only) in the air studio died on May 18th. Matt McBrayer who is filling in for Louie the Computer Guy this month came to the rescue and loaned us a monitor. A replacement is on order and will be installed before Memorial Day weekend.

PROGRAMMING

Thanks to Dino Baldizan for his years of service on KDNK. He has retired from his show and is selling his place and leaving the valley. Luke says: It's safe to say that Dino grew up with KDNK. A

Carbondale native, he gravitated to KDNK as a young man, where he found refuge from his youthful mistakes. KDNK was literally his saving grace, and therefore very dear to him. He was beloved for his rootsy, bluesy shows, for his tendency to say "man," like any good hipster would. And he almost always tried to fit in one of his taglines: "much adoo doo about nothing." He always maintained a friendly demeanor, on-air and off. We'll miss him a lot.

Todd Hartley is back on KDNK hosting Kadunkafunk every other Thursday noon to 2pm.

KDNK hosted live in-studio performances with Rosewood Divine and Pearl and Wood as training opportunities for volunteer DJs to learn how to mix bands live in the classroom. DJs can book bands during their shows going forward.

WSPR REPORTBACK FROM GM

I attended the Western States Public Radio annual conference at KEXP Seattle on a scholarship that will reimburse KDNK for my airfare, hotel, and expenses. While showing us around the state-of-the-art facilities, KEXP general manager Tom Mara explained in detail what makes the popular music station one of the most successful in all of public radio. They see themselves as an arts organization upholding music culture and their roster of 45 DJs are paid to curate playlists that seek to enrich the lives of listeners, while championing artists and embracing the unfamiliar. KEXP's FM and live streaming audience is 200,000 people per week, while their video audience is 750,000 people per week. This aligns with my hope to add a Production Manager to our future staff. Video would be a new dimension of what KDNK already does. (Discussion related to the size of KEXP v. KDNK, proportion of listeners/support, etc. ensued and is tabled for future discussion. Board members enthused about the promise of this possibility.) Asked about the bequest of \$10 million the station received, Tom said it's important to take time stewarding donor relationships, know when to recognize donors, or when to bite your tongue. *The goal is to fund innovations your station can't do, with a plan to sustain extra expenses after 3 to 5 years.* Gavin considering what innovation(s) we might invest in with our upcoming bequest.

Attendees represented public radio stations in Washington, Idaho, Nevada, Colorado, Hawaii, Texas, Montana, California, Utah, and Guam. Guest speakers from the public media development

organization Greater Public were particularly informative. Joyce MacDonald discussed major giving, defined by most stations as donations above \$1000. According to industry research, major gifts are flat at small public radio stations, defined as those with budgets under \$1 million. The average yearly major gift totals at small stations are \$12,180. She stressed that there is a strong correlation between training and educational opportunities for staff and their overall fundraising performance. In the past, CPB funded philanthropy leadership training for station managers. She says we need to pilot a deep hands-on approach for station staff. "Invest in your people," she implored the managers in the room.

Greater Public's Melanie Coulson focused her remarks on membership drives. She reported that 91% of radio station members come from on-air drives, while 41% of new pledges are in the form of monthly gifts. 29% of giving happens in December, with 80% of stations participating in Giving Tuesday efforts. She says the best performing stations have 3 drives per year and focus on day specific thank you gifts. Donation forms should be refined and analyzed. "Talk out loud as you're making a pledge" to understand the user experience for your supporters. Stay focused on trust in stewardship. Connections, curiosity, humility, and a sense of partnership and personal importance are keys. On-air, she suggests listening to air checks and asking hosts to rehearse specific messaging, using scripts to make your case, and close the ask. Create short videos to establish pitching basics for volunteers. Feel good music is recommended during drive. Off-air, she says to reinforce upgrading donors to give more. Direct mail still works. Keep your eye on the big picture revenue goals. Donor trust is important. Using CPB threats is a little disingenuous, she says, given consistent funding from Congress. Most people are likely to become sustainers for only 2 or 3 nonprofits.

Beverly James of Greater Public spoke to trends in underwriting. Every station manager should meet with the station's top ten sponsors personally. This makes me want to invite our major in-kind donors to our next Record Club dinner. Attrition rates are problematic in public media, so don't lose focus on retention. Add incentives for surpassing budget goals, selling sponsorship, and creating new digital revenues. Credits should rarely last longer than 20 seconds, most are now 15. More than half of all stations interpret FCC guidelines for copy conservatively, one quarter use NPR's guidelines, and only 14%

	<p>use a more liberal interpretation of the rules for non-commercial funding credits. She recommends the book <i>New Sales, Simplified</i> by Mike Weinberg. She suggests making the proposition to potential underwriters that public radio clients strive to be the quality players in their industries. They have learned they can't win the shouting match in commercial media. And they feel they can grow revenue without damaging their brand by supporting NPR and its members stations. What makes a good sales story? Explain why you matter to the community you serve, why you are a good nonprofit to donate to, why you are a trusted business partner, and what we have in common. Address client issues, their offerings, and their diiferentiators.</p> <p>It was an honor meeting Kate Becker, director of Seattle's Office of Film + Music, and learning about the millions she has raised for arts organizations. As a teenager growing up in Seattle, my friends and I faced the misguided Teen Dance Ordinance, which Kate, who co-founded the all ages venues The Vera Project and The Old Fire House, spent years fighting and helping to overturn. An inspiring trip!</p>
<ul style="list-style-type: none"> • Board Committees & Projects 	<ul style="list-style-type: none"> • Events. Scott - Dandelion Day went well ... things to learn from our success. Mark Taylor input related to running Mt. Fair and how to handle the beverage consumption of well attended events. For example, have things in storage that can be brought out over time. Rick - we don't want to over or under stock. Let's get a real cash register. We need a bit more oversight and organization. Andi - we've had a similar conversation in the past. Rick - volunteers need to be trained. Jero - draw a picture of the layout in advance. Rick - events committee needs to meet-up in advance and make a plan ... Greg - We had 3 events back to back and they were incredible. KDNK has a great reputation and right now. We're doing an excellent job promoting community. Chris - and these events are about partnerships. We have more trouble when we're trying to lift all of the pieces of events, rather than work more collaboratively. Events committee to meet over the next month and put plans in place. • Friday August 10th - Hootenanny. Planning is underway. Events committee has been really productive, with a lot of fresh energy. Rick - several smaller events can slowly trickle in funds. April - this has always been my push - get out to events so that people know who we are! • Grants - Colorado Creative Industries awarded KDNK Year 2 funding of the Colorado Creates Grant for \$7,500. Met today and submitted an application for a slot at the Cantina at Mountain Fair. April - to discuss themes for costumes, etc.

	<ul style="list-style-type: none"> ● Retreat - Let's look at some dates ... July 7th or August 18th penciled for now! ● AZYEP MOU - Andi to sit down with Rachel (Board member) and Beth from AZYEP on May 30th ● Digital Committee - Now renamed the "Tech" Committee, to meet after Louie and Luke return. ● Bylaws - Expect to be able to vote in June. Dustin and Andi to circulate something in advance of the meeting. ● CAB - May meeting went well. Discussed DJ discipline, coordinating with other nonprofits, reviewed the membership drive, ticket giveaways (need to advocate that tickets go to members, but we cannot require it on-air), according to FCC rules content has to be kid-friendly until 10pm. Other stations have no indecent material on airwave at any time. We will consider an announcement at 10pm letting listeners ... Thursday August 16th, next meeting. ● HR Committee items
<ul style="list-style-type: none"> ● Upcoming Calendar 	<ul style="list-style-type: none"> ● 2nd Sunday Concert Series in Sopris Park. First one is June 10th. Each event will be three bands. ● Live broadcasts from Summer of Music (Wednesdays) Glenwood Springs ● July 27-29th Mt. Fair ● August 10th Hootenanny ● September: Ladies Arm Wrestling ● Halloween Party October 31st - Third Street Center ● "Mr. Carbondale" event may hold until Jan/Feb. ● Denver Comic con free tickets giveaway coming up ● June 2 Live call-in from Grill Your Ace Off Grilling Competition ● Saturdays in Redstone concerts start in August
<ul style="list-style-type: none"> ● Treasurer Report 	<ul style="list-style-type: none"> ● All in attendance looked at the Financial Reports. Profit and Loss and Year to Date Budget vs. Actual provided at the meeting. ● Strides are being made toward improving transparency, reporting and consistency ● A decision has not been made at this time about how to report on accounts receivable and keep the Board up to date on funding that has been invoiced vs. received. Discussion to continue within the Finance Committee and a future discussion about Greg's time commitment and potentially making him full-time in 2019. General acknowledgement and praise of Greg. Greg - beyond Underwriting, I would hope my level of commitment demonstrates potential for me to wear many hats. ● Open invitation from Jero to provide feedback and make suggestions for future budget reports.

<ul style="list-style-type: none">• Executive Session	<ul style="list-style-type: none">• 7:15• An Executive Session occurs to discuss personnel issues• 7:55 Completed
Adjourn	<u>7:56</u>