



MEETING NOTES

KDNK Annual Meeting 12/18/2017

KDNK classroom

5:33pm

Present:

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

Call to Order

Topic of when to hold the January meeting in light of the MLK holiday. Andi moved to change the meeting to Jan. 22. Jero seconded. The decision was unanimous.

GM / Staff Reports

FINANCES

Our group health insurance plan from Anthem and our dental insurance plan from Sun Life are both going up about 18%. While we anticipated a jump, we should review the numbers and make these and other minor budget revisions at the January board meeting.

TECH

We continue to rely on Bill Frost, a contract engineer from Grand Junction. KAJX and CPR are not moving forward with hiring a new permanent engineer either.

DJ and volunteer Social installed our new projector and screen, and thanks to donations from DJ High Grade aka Shane of Reggae Wave-o-Lution and Dave at Cool Brick Studios, we have nice sound for events in the classroom too. Finishing touches to come. Huge thanks to Social for his time and technical expertise!

PROGRAMMING

Weekend schedule changes are coming, starting January 5th. We are adding the new program Hidden Brain with Shankar Vedantam, plus a few other programs.

Final DJ training of the year is December 21st at 5:15pm. Last month was largest ever. There is great potential for new public affairs talk show programs in 2018.

The family of the late Dalton O'Connor of Aspen, a devoted KDNK fan, donated over 3000 CDs from his collection to KDNK, in what Luke is calling the "best donation ever." Gavin regrets

never having the opportunity to meet the music connoisseur, and we all express deep gratitude to his family.

Erin - Development

Fall Membership Drive total is now \$5 away from collecting our \$75,000 goal from the Fall pledge drive. Go team!

Greg - Underwriting

Patrick hit the 105K budget goal on an accrual basis as of Nov. 30th. \$106,000 on a cash basis on Dec 15th. Congrats to Patrick on his success and best of luck to him.

Greg thinks his business background and new set of eyes are already making a difference in how underwriting will unfold in 2018. He will follow the mantra of “don’t think with your *own* wallet” in terms of an ask. After four weeks, Greg is feeling blessed and happy to be here, as well as optimistic about hitting budget goals. Discussion is underway about using Salesforce as a contact management database. Greg and Gavin are arranging for a partial trade for setup and admin of the free version of the software. The return on investment will be high, in terms of organizing and prospecting underwriters. It will allow Greg to better assess the accuracy of projections for future budgeting and underwriting “gets.” Greg will work with Seth Goddard, a consultant and KDNK member, to setup Salesforce in January.

Gavin - The Greater Public membership is an asset available to all KDNK board members for professional development. Among many resources, it includes a lexicon of terms for approving underwriting spot language, data on which industries are doing the most funding of underwriting in media, etc. April would like to access this resource and Gavin will follow-up with her.

Cody Lee will focus on digital submissions with the additional hour of time we’ve been able to allot for him in 2018. Light in the Attic Records, a label with a vast catalog of otherwise out-of-print albums, will be sending us some pieces of their archive.

Greg added that he and Erin are getting along very well and have a productive working relationship.

COMMITTEE REPORTS and NEW BUSINESS

Community Advisory Board - Luis, Committee Chair

The committee met on Nov 15th. It is comprised of Amy Barr, Brandon Jones, Annemarie Zanca, Lynn Burton, Olivia Pevec and Scott Levine as the Board representative. Mark Taylor joined the Committee, with Kat Rich and Wick Moses joining in 2018. Some general feedback from the group included: that Ask Me Anything with the GM was a great program; the website and news has been very high quality; the CAB supported the schedule changes including dropping Wait Wait since it is available elsewhere. The CAB debated the pros and cons of changing Democracy Now to air live in the 6AM slot. They would like to gather additional input

possibly from underwriters and felt like staff consensus on the change is a priority. The CAB is suggesting that a DJ peer review system be put into place in 2018. During their meeting, CAB members volunteered to meet on a quarterly basis to provide more input. Luis to share minutes with the board, which are also available on the KDNK.org governance page.

Andi thanked Luis and the CAB for their dedication to the station. The CAB's next meeting is penciled in for the third Thursday of February.

Digital Committee - Welcome aboard Kara Silbernagel, a KDNK member and Pitkin County employee who is a huge asset to the committee. The next meeting will be held on Jan 18th at 4pm. Digital revenue decisions need to be made such as use of Adwords. Network attached storage and remote access to DAD for DJs will also be addressed in early 2018.

Fundraising Committee

Erin reported back on Labor of Love, which was a great success. The auction raised \$14,455 cash in hand to date, and \$17,500 when including soon to be collected funds. Erin took a few minutes to let those in attendance know about remaining auction items available at the back of the room.

Amy stated that we are continuing to collect feedback on LofL to keep in mind for next year's event planning. Please respond to Gavin's email and let us know if you have any more feedback. Also, if anyone would like to see it, the debrief documentation can be shared.

CO Gives Day Update raised \$1,599 in on-line pledges, which counts toward annual fund this year, and we're hoping that will sum \$21K. KDNK has received approximately ten or so gifts in response to the Annual Fund letter so far, including some very generous donations.

Amy Goodman event is January 12th at the Temporary. Tickets are \$100 for a reception from 5:30 - 6:30 with wine and appetizers, an autographed copy of her latest book and priority seating at the station. General tickets \$24 in advance, \$29 day of.

Ticket sales are underway. Promos are on-air during morning news and Democracy Now. Amy Goodman will voice a promo for us and Democracy Now is going to send something out to people in their Network in this area. Gavin is working with Aspen Daily News will likely place a blurb about the event in the footer of her column and maybe print or web advertising. Go to KDNK.org; click Amy Goodman.

Maria asked if there is concern about perhaps a slow response to the annual fund letter. Gavin assured the Board that he will be plugging away to solicit year end gifts during the final days of 2017, manning the phone lines, etc. as people make their tax-deductible year end gifts. The letters were sent out in early November.

New Business / Bylaws Revisions Needed

Several incongruencies in the board bylaws will be reviewed and adjusted during the first quarter of 2018. For example, a membership should become more than one vote if it is a family membership with two adults listed as members. 2015 was last revision.

Andi has had a few coffee/lunch dates with folks and wants to share some input she's received. Dustin Cole in the election tonight, would like to organize a Board retreat in 2018. Amy and the executive committee would like board members to receive packets that includes GM reports, financials, and any other information they are responsible for reading in advance of attending the meeting. April had a great idea of a music appreciation series at the classroom in 2018, to broaden members' appreciation of different genres of music, including jazz, classical, etc. Greg chimed in that he would pursue funding for the music appreciation series via underwriting.

Gavin expressed an interest in the Fundraising Committee potentially becoming an Events Committee. Plan to address the committee structure in January.

Annual Meeting

Roughly 40 Community members were present for the Annual Meeting.

1. Greetings from Gavin Dahl

Projected a reel of highlights from DJ Phathead audio, whom the station sadly lost this year.

T-shirts from AZYEP and auction items remaining from Labor of Love are in the back of the room. Events fundraising goal is that \$500 short, please consider taking something home with you tonight! Tomorrow night is a volunteer appreciation night, including a viewing of Pump Up the Volume and support from Odell Brewing.

2. State of the Station -

Post-It Notes exercise -- Why did you come tonight? Why are you participating in community Access Radio - KDNK? Responses: To make the quorum; freedom of expression; community expression and art; I love the sense of community and connection community radio fosters; nothing matters like community; to show my support for the community to keep the dream alive; I love discovering new music and sharing ideas; I am a member and what goes on here is important to me and my community; I love what KDNK represents- it is our voice; It is a responsible action of a member of any community to participate in town activities which will help inspire communication; grow the community and make the public aware of local issues; local voice; KDNK is important to me!; positivity, AZYEP, to learn how to be a better community member; community free speech; connecting to local community. it is what's happening; love the music and events.

More responses: Believe in the importance of independent community radio because our voices are important. Been involved a long time; community radio is the highest expression of American democracy and deserves to be nourished and protected; I believe in an opportunity for diverse voices to be heard; free speech. Voice for local culture; I am a board member. I love the community involvement of KDNK; I came as a representative of the board. I participate because it's the only radio worth listening to; community is essential no matter the location. Community radio is one very important aspect to that community, bringing people together through voice, events, and work; I am on the board and a DJ. I love my show and all others. Music; I enjoy the concept of local independent news media and want to help; I came to help make a quorum and to count the ballots; I have been involved for 2.5 years and feel this is the best way to take the pulse. I participate because the station and I are inextricably intertwined.

Slideshow presentation:

SWAT Analysis:

Strengths of the station: 100,00 potential listeners. A 34 years track record. Savings in the bank. Our Mission to connect community members to one another and the world. Energized Staff and Board. Low overhead. 100 unique programming hours / week. Our budget includes no "fat." KDNK makes everything it does happen for \$90/hour. Volunteers range from 8 to 92 years of age. Diversity of the music on the air. Membership card - Down to two underwriters who were supporting the value of the cards. Those underwriters wanted to support the station in other ways. Station has a goal of adding to value of membership in other ways, like concert ticket giveaways, discounted participation in events, etc. Kids movie night will be at KDNK during first Fridays. KDNK is proud to be an engaged member of the Creative District. KDNK has 66 DJs; 55 DJ Subs, 16 Public Affairs hosts, and truly countless off-air volunteers

Some of the historical challenges and what KDNK did to start to overcome them in 2017:

- Income issues - exceeded grant, membership, and underwriting goals.
- High turnover staff and board - added benefits, new cost of increase at annual reviews.
- Minimal audience research - Aspen Times / Post Independent "Quiz" in 2018. Low cost for large ROI for the research. Right now KDNK has a 40% open rate on the e-newsletter!
- Lack of Agreement of Strategy - Strategic Goals Retreat in 2017.
- Events Need Revitalization - Hootenanny and Halloween Dance Party this year were a huge success.
- Poor compensation/benefits - 3-5% Salary adjustments, 50% Health and Dental.
- Lack of Development Staff - New full-time Development Director; joining Greater Public

Ongoing Challenges

- Raising income, especially with major donors through the Record Club
- Branding/PR/Marketing of the fact that we have a diverse sound
- Updating Access until a decision is made for new membership database software.
- Salesforce software for Underwriting Director for structured growth

- Onsite events and a rental structure
- Losing listeners to Infinite Dial - digital audience
- Membership dip since 2014 from around 1,125 member to 943 memberships currently. The dollars raised from memberships are a quarter of our budget. Is the membership model how to sustain the station? Each member might be able to find a friend to joining during the pledge drive?

Current state of the Finances:

- KDNK has \$45k in the checking account. That amount was \$4K at this time last year.
- We own the property and building
- All of the equipment, and the recording Studio
- Vanguard Reserves are currently \$185,000
- 100+ volunteers
- 1000+ members and business supporters

Liabilities: The Mortgage

Those present reviewed a few pie charts showing budget trend. In 2015, the budget was barely in the black. It was in the red in 2016. Right now 2017 is tracking on budget as of third quarter. Due to being low on expenses overall and steady on revenue, we anticipate ending the year in the black.

Opportunities:

- Rezoning - Utilize Studios and Classroom / Live Broadcasts
- Galvanize and Energize Volunteer Core
- Major Gifts / Record Club retooling How do we do more than put a record on the wall?
- Expand Memberships in new markets i.e leadville
- Grow our underwriting base
- Planned Giving program
- Strong partnerships
- Board Development - There were two other highly qualified potential candidates for the 3 Board seats we're filling tonight. Use of committee structure to put people into a "pipeline" for becoming board members
- Google AdWords - using the website

THREATS -

1. CPB funding still represents 30% of our income
2. Audience loss to the internet and Satellite based programming

Greatest Hits of KDNK 2017

- Increased Income in Grants
- Rezoning and potential income
- Runner-ups for "Best Regularly Scheduled Newscast" at CBA

- 2 week music show archives
- Revitalizing partners with Creative District and AZYEP
- Improved Aspen, Snowmass and Glenwood Springs Signals
- GM voted President of the Rocky Mountain Community Radio - networking opportunity, putting KDNK's face in coalition building in our news coverage
- Fresh Summer Concert and New Halloween Event Successes
- Hootenanney and Halloween events

General Comments / Questions

Why do we broadcast in Leadville. We've been working in Leadville bc there was a translator that we could put on mosquito pass. They were getting fant Sunlight signals. It was a free license and we don't pay rent for that spot. Those members are listeners and call in.

What would it take to expanding the listenership geographically?

Gavin is always looking at FM translator brokers. Would particularly like a signal in Buena Vista and Eagle, but the odds are slim of a free FM translator. Dotzero and half of Eagle can listen, but according to FCC, they are "fridge" listenership due to the poos strength of the signal in those areas.

Amy Kimberly said "thanks, it feels good to have this information and see as a member, how the station is progressing!"

Board Elections:

Meet the Candidates

Dustin Cole -- A MD who Moved to Roaring Fork Valley 2015 from Cortez. He has had prior Board involvements, including as a board member of a radio station. Dustin believes in the power of public radio and loves the diversity of KDNK's programming. Stands by the power of communities.

Chris Hassig -- Grew up in Carbondale. Avid listener and DJ, co-host of Deep Breakfast on Friday's noon - 2pm. Huge volunteer and talented digital Artist

Rick Burrows -- Born and raised in Carbondale. A current DJ. Lots of his favorite DJs are in the room tonight. Rick loves KDNK radio, loves the community, is a local business owner (Pepinnos) and wants to help the station

Meredith Bullock collected 47 votes cast by the end of the meeting so we met quorum.

Thank you, Adjourn