



## MEETING NOTES

Subject: Regular KDNK Board Meeting 8/21/2017  
Location: KDNK classroom  
5:33 pm

### Present:

- Andi, Maria, Amy, Ashley, Stu
- Public & Staff – Gavin & Jero (DJ and potential Board Member)

A. Check In: Greetings Board Members

B. Follow Up from Last Meeting:

Board agreement -- Members agreed to these agreements and signed them for our records.

Strategic plan notes – to be distributed by Gavin

Budget committee mandate -- Staff created budget will be reviewed by this sub-committee. Overall this committee aims to familiarize itself closely with the Budget and answer questions of Board members.

C. Approval of Minutes from July 24: Andi moved to approve last meeting's minutes; Ashley seconded; unanimously approved.

D. Public Input: No members of the public present to make comments at this time.

E. Financial -- New Budget Committee / Treasurer

- Have a schedule and an approach understood to 2018 Budget.

Consider in October - Draft Oct 2nd week. Vetted draft by Monday Oct. 9th. Budget Committee to meet Oct 5th, 5:30pm

Committee is to distribute and Draft FY2018 Budget and Bring to Meeting in October, with goal of voting on final budget at November meeting

Maria - Expenses look like we are in budget what we might be lacking is fundraising revenue.

Gavin - Review of shortcomings (Major Gifts), (Events), and a number of saving in Expenses.

### Officers' Reports:

Fundraising Report — Major Donors / Annual Fund will be the primary focus after Membership Drive

Grant budget has been exceeded this year. The Colorado Creative Industries grant proposal is pending (see further details below)

Congratulations to our partners at AZYEP for receiving a significant grant from Garfield County Discretionary Funds. KDNK did not receive funding from City of Glenwood. Lessons learned from next year to be discussed at Fundraising Committee Meeting on Sept. 14th at 11:00AM.

GM Report / Upcoming Calendar —

## FINANCE

- Hootenanny with the Heathens grossed \$5280, netted ~\$3000. 50+ volunteers helped.
- Updated AmeriCorps VISTA Assignment Description with Amy Barr's help. About 25% of this VISTA's time, as proposed, will be to work with AZYEP on their bilingual outreach, in part in order to meet the VISTA requirements to directly alleviate poverty. Stay tuned.
- Finally received refunds of 2 erroneous charges from Wed morning Rotary (\$350 total). We had to step out of this commitment early in the year.
- Listened in to Colorado Creative Industries grant review. One panelist said they would like to see more in terms of our financial situation and memberships, more outline of where we are now and where we want to be, with specific steps. They rated us: Artistic Excellence 9, 9, 9, 8 Community Involvement 10, 8, 9, 9 Implementation 8, 8, 8, 8. Specific steps to grow membership in terms of our budget.

## ENGINEERING

- Live remote broadcast went smoothly on Sunday August 13th from Sopris Park
- Colorado Public Radio VP of Finance Jenny Gentry is planning to hire a Western Slope engineer who KDNK, KAJX, KVNF and other stations can pay for assistance. In the meantime, Jim Mross (jimmross@q.com 970-237-2697) works with KGNU and other stations on the front range. He does not have his own snowmobile. He charges an hourly rate plus mileage reimbursement. Bill Frost (970-201-7909) from Grand Junction has his own snowmobile. Travel billed at his hourly rate. Louie the Computer Guy will remain our IT contractor. He assists with remote broadcasts, networking, software, etc. 88.3 in Aspen "went dark" this PM. County contractors were working on a different antenna. The problem has been resolved.
- Jon Banks says we want to find as many of the following qualifications as possible:
  - Willing to be on call 24/7/365
  - Studio maintenance skills
  - Transmitter maintenance skills
  - Strong familiarity with multi-user sites, some familiarity with translators
  - Familiarity with digital audio installations
  - Familiar with radio frequency radiation safety regulations

Familiar with FCC regulations

Can navigate FCC site for public files / EAS / applications / regulatory fees / EEO reports

Ability to prepare FCC applications for FM stations and translators

Moderate level of IT skills like wireless WLAN installation, troubleshooting, router setup

Four wheel drive vehicle for summer access to sites

Snowcat or other vehicle for winter access to sites

Ability to hike, snowshoe into sites when necessary, and for self-rescue

Willingness to work at, travel to remote backcountry areas alone in all seasons

Willing to climb up to 150 ft for minor tower and antenna work, has tower safety training

Generator and UPS maintenance skills

Liability insurance, typically \$1,000,000

Their own tools and test equipment, which must include a spectrum analyzer

#### MUSIC DEPARTMENT

- 4 people attended DJ training on August 17
- The only open timeslots on KDNK's schedule right now are overnights 1-5am

#### NEWS DEPARTMENT

- Amy completed Investigative Journalism That Matters training with Poynter Institute.
- Check out our live Grand Avenue Bridge Closing coverage and photos!! Our live Grand Avenue Bridge closure coverage last Monday morning was a success
- Interviews with Sen. Bennet, Rep. Polis, Rep. Tipton, plus candidate Rep. Mitsch Bush
- Overwhelmingly positive response to On the Media on Monday mornings 5-6am. Very well received.

#### DIGITAL COMMITTEE

- We began paying StreamGuys.com extra for HTTPS secure streaming required by NPR. Internet budget will be up for this next year, but our service is excellent with them.
- All schedule changes updated on NPR Digital, Spintron, Radio Free America.

#### FACILITIES

- DJ Social put new cover on south-facing shed & installed rock border around front yard
- Patrick will coordinate some exterior building painting and maintenance soon, making use of his background from running a small business doing this kind of work.
- The station's garbage can is now stored in the north-facing shed due to bear activity.

#### PLEDGE DRIVE

- Updated remittance letters and mailed early bird renewal reminders to 350 members
- Bodhi updating pledge forms for phone answering; Click & Pledge is ready
- We will be sending updated KDNK schedules with post-drive thank you letters
- Early Bird Prizes: Glenwood Caverns passes, True Nature yoga passes, BellyUp tix week before pledge drive

- New KDNK Merch: Beanies (150 count), Bottle openers (300 count), Phathead T-shirts (TBD). We cannot spend more than \$10.50 per item to make the gifts according to CPB funding policies.
- Membership Levels: \$25 Pet - tag and info in the book
  - \$60 Indie - keychain, sticker, guestlist
  - \$120 Family - shirt or beanie, CD, keychain, sticker, guestlist
  - \$150 Business Member - 6 on-air thank yous, sticker, keychain, guestlist
  - \$240 Sustis - pint glass, shirt or beanie, CD, keychain, sticker, guestlist
  - \$250 Business Challenge Grant - see Patrick for details
  - \$1000 Record Club Member - invitation to twice yearly thank you events
  - \$2500 Gold Record Club Member - Gold Records in Hall of Fame after 2 years
  - \$5000 Platinum Record Club Member - Gold Record in Hall of Fame

Andi would like to host a Lobster Roll intimate fundraising event. The event would take place at a private setting, and include 10-15 people. Would need a location. Ashley's landlord may be willing to help with this for a future event. Maybe Rock Bottom Ranch?

Pan & Fork may let us host a Membership Thank You Event before the end of the season, possibly the 26th or 27th of Sept. to mark hitting our pledge drive goal.

#### MASTER EVENT CALENDAR

Sep 6 - DJ Meeting evening 5:30pm (pizza, beer)

Sep 7 - DJ Meeting morning 7:30am (coffee, bagels)

Sep 8 - Ladies Arm Wrestling 10pm

Sep 11 - Membership Drive First Day Kickoff 5am

Sep 18 - KDNK Board Meeting 5:30pm

Sep 24 - David Barsamian (Alternative Radio) live event 6pm - Legendary Public Broadcaster

Oct 7 - KDNK Record & CD Sale at Potato Day

Oct 16 - KDNK Board Meeting 5:30pm

Oct 28 - Halloween Dance Party w/ The Davenports & KDNK DJs @ Third Street Center gym.

Expected \$2,000 in costs and hopefully donated drinks. Will need liquor license and to use foods that meet "Cottage Food" category

Nov 8-10 - Rocky Mountain Community Radio Conference in Durango

HR Committee — A more clear set of goals and structure may be needed and expected of staff, in order to understand the goals of their roles. Unfortunately, reviews are behind schedule for all 3 of our part-time staff members. Gavin is making a conscious effort toward this goal. The Board will do research and consider whether the incentive structure is sufficient and meeting the industry standard.

There was some discussion about keeping costs down with over-time expenditures and keeping a more concise vacation schedule and/or making use of/creating policy around vacation use.

Digital — Since April, Aspen and Glenwood Springs listeners have been very active on the website. Even if that's listening on-line via "Listen Live," instead of the radio, that's great for our understanding of who's listening and who we may need to still reach out to. Monthly benchmarks of traffic for other outlets are being monitored as well by Stu.

New Business: New VP Assignment — Scott has expressed interest in this role and no other Board Members are. Andi made a motion. Maria seconded. And the decision was unanimous. Scott will now act as Board VP.

New Board Members — Jeremy Bennett (Jero) introduced himself and talked about his independent bookkeeping and DJ experience with KDNK and can finish Lee or Heather's terms. Andi nominated him to be appointed. Amy seconded. Unanimous approval.

Traditionally at this time of year, a new Treasurer is appointed to work with the out-going Treasurer. Jero would be interested filling this role. He and Maria to meet.

The next fundraising Committee meeting will be held at 11am Thursday September 14th.

Amy is willing to stay on as Secretary. Andi would like to serve as the President next year.

Thanks to Ashley for her unofficial lawyerly services this month!

An anonymous donor has offered to buy and donate to the station a 1987 motorhome in excellent condition, that the station would use at events. More on this to come. Gavin will look into this regarding KDNK's ability to afford maintenance, insurance and gas.

Close of Meeting: 7:15 pm



