



MEETING NOTES

Subject: Regular KDNK Board Meeting 3/20/2017

Location: KDNK classroom

5:50 pm

Present:

- Stu, Andi, Maria, Amy, Heather, Scott
- Public & Staff – Gavin, Bodhi (for 1/3 of meeting), Patrick (for 1/3 of meeting), April (for 1/2 of meeting)

A. Check In: Greetings from all present. All are well, lots of smiles and taking advantage of the weather!

B. KDNK University (an opportunity for Public and Board member education about the station): Those present looked at the KDNK Program Schedule. Morning Edition is automated on the station from 5am until 6am. At 6am, on Monday - Friday begins our local programming. This is unfortunately duplicative with Aspen Public Radio, so new syndicated news programming will begin at 5am - coming soon!!

Express Yourself if one of KDNK's "hottest" programs — on Friday's from 4 to 5pm!

An AZYEP program on the impact of the Trump Presidency on a diverse group of students last week, was tremendously well-received with over 650 hits on our website and helped remind the station of the huge value of that partnership.

A recent incident with dead air this past Saturday is being addressed.

C. Approval of Amended Minutes from February 20th Meeting: Andi Moved to approve. Maria Seconded. Unanimous agreement from those present.

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

E. Officers' Reports:

Treasurer's Report — Review of Profit and Loss of last 2 months. We need to flag a notification for action from the Board if the Cash on Hand is less than 3 months, in order to avoid funds transfers. This is not a threat at this time.

We are owed \$64,000 in Funds Receivable. Some of this is from Membership. If it is recent, we're not particularly worried at this time, but the issue needs to be addressed and is a large quantity for a small station. An Agent report will be produced to clarify these line items.

Additional action items include Gavin discussing the Profit and Loss statements with staff at weekly meetings. Board Members will also review these documents in advance of the meetings and come prepared with questions, rather than have an open discussion, in the interest of time.

Generally, the financial health of the organization is sound, at this time.

GM/Staff Report(s) —

Bodhi: \$71,400 was raised during the Membership Drive - surpassing the \$70K goal!!
Congratulations to ALL! 293 memberships were renewed, and 56 new members signed up!

Patrick: Largest Business Challenge grants during the drive were from Umbrella Roofing with \$2,000 and Mountain Waste at \$1,700. (PATRICK — Total was \$14,000 raised through this avenue. A few Board members will volunteer to assist with making calls to solicit Business Challenge Grants in advance of the next Drive.

Gavin: We reached our Membership Drive goal during The Wild Rumpus on Friday morning March 17th, after starting the Drive on-air on Wednesday March 1st.

Jen Moss did graphic design. More than 20 women competed in Ladies Arm Wrestling and KDNK raised \$700. Phat Thai would like us to do the event twice a year. We learned a lot from doing the event. We received food donations from Peppinos, Granetta Panini, Bonfire Coffee, Village Smithy, Dos Gringos, Fatbelly, Sustainable Settings and Z's Bees. Plus several volunteers brought in food including April Spaulding, Katie Dahl, Eric Berry & Amy Barr. Volunteers during the Drive included Amy Barr, Kat Rich, April Spaulding, Bryan Zukowski, Ken Jones, Amber Sparkles, Bob Schwinger, Doug Winter, Eric Berry, Jero, Michele Diamond, Andi Korber, Maria Wimmer, Stu Bryner, plus all staffers.

There is an outstanding offer from Democracy Now in exchange for a \$2,000 gift to the station, a visit with Amy Goodman and the station in NYC. Promo to be created and aired. A promo will also be created for Car Donations.

Some discussion of how to solicit Major Donors going forward.

Garfield County is planning to charge new rent for our 88.3 translator serving Glenwood, from up on Lookout Mountain. A GarCo staffer called to inform Gavin that the county wants us to pay \$1342 per month for a site that we've used free for decades. We would prefer to pay a fair rental price to the county, not to mention avoid additional costs and time to relocate, but any amount above a few hundred per month is simply not fair market rate for a public radio

translator with such a small coverage area. This may mean the station has to relocate the translator in the near future.

KDNK applied for a \$2500 grant from Glenwood Discretionary Funds for some equipment and additional coverage in Glenwood Springs. We received a grant from City of Aspen, but were denied by Aspen Rotary.

Gavin spoke to the Wednesday morning Carbondale Rotary on March 15th. The presentation was simple - a review the top 10 ways to make KDNK yours while showing photos.

Raleigh Burleigh will be taking over as News Director part-time during April and May, before going full-time in June. Mike Lemmer will be working two days a week.

Gavin is working to improve and resolve issues concerning our insurance plans with Glenwood Insurance. The station's biggest liability is a lack of Broadcasters Errors Omissions Policy, plus we're trying to determine how the Exposure figure for commercial liability is derived.

Work continues on May 13 Dandelion Day beer tent planning, with Cody Lee leading the effort. We'll hope to raise \$1,000 during the event and to use minimal staff time (and therefore personnel costs).

Kat Rich and Beth Wysong came up with the idea of painting a mural on the North side of the building. Eliza Rogan would lead the effort, design the mural and then during AZYEP summer youth camp in June, the students would paint the mural on their breaks with her supervision. Kat would work on getting paint donated. The potential cost for KDNK would be a share of Eliza's time, split between AZYEP, Rosybelles, KDNK 1/3 each. The budget will be fleshed out prior to a decision to proceed with this activity.

Most of staff plan to attend the National Federation of Community Broadcasters conference in Denver in July. It will conflict with the regularly scheduled board meeting on July 17th. Meeting to be rescheduled.

Gavin will be out of the office April 5-12th. Bodhi and Patrick will be out of the office April 11 - May 2. Luke will be out of the office May 1-30.

F. New Business

Board Seat - Annalise will need to resign from the Board, which opens an additional spot - now totaling two.

The process will be for any interested parties to submit a bio and at least rough version of his or her resume. This item will be on the next Board Meeting Agenda.

Zoning for the Building - We need to revise the zoning of the building to Historic Commercial Core. Bob Schultz will be willing to volunteer time for this application process. This would benefit the station in a number of ways, including the ability additional people in the KDNK "classroom," but potentially cost the station \$600 in permit fee as well as the cost of notifying our neighbors. Andi moved to pursue this route and Amy seconded the motion. Some further discussion ensued about the development of the Community in general, and then the decision was unanimously approved.

G. COMMITTEES:

Board Improvement Plan (Scott) - to be placed on next Meeting Agenda

Community Advisory Board - Gavin is working on recruiting new members. Scott agreed to be the Liaison if Lee is unable to.

HR Committee (Andi, Gavin) - Annual Reviews are on the way for KDNK staffers Luke and Amy.

Strategic Planning (Andi, Gavin) - Draft agenda for the afternoon considered. Board Members to follow up with a few people who have been invited and not rsvp'd at this time.

Goals for the Retreat will be to create priorities and goals for 2017. It was recognized that because we are dedicating only an afternoon to this activity, it will have an abbreviated format, with the plan to hold the station accountable to the priorities that are set. Board members to ask local businesses for lunch and cocktail hour donations.

Fundraising (Heather) - During the Fundraising Committee meeting, trades language was discussed with Patrick. The Committee is working on defining Major Donor benefits. We have begun to brainstorm for late Summer event.

At the next meeting, we will document pro's and con's learned from the last Membership Drive. This will include the need to change or improve the membership database. Of note, the use of volunteers to organize the drive, and feeding them, was very successful.

Gavin and Amy to meet next week regarding quickly approaching grant deadlines - asks totaling almost \$8,000.

Maria and Gavin agreed to reach out to add potential additional members of the Fundraising Committee.

Also at the Fundraising meeting, it was decided that membership levels will be simplified and naming of Major Donor ("Record Club memberships," which start at \$1,400) and be further fleshed out to build up this aspect of Fundraising. The Committee will provide a document to Board Members to enhance our ability to solicit support.

Those in attendance discussed whether KDNK will should remain a membership supported nonprofit, vs. following the model of other organizations that ask supporters for donations in general. The goal will be to drive the number of members of KDNK and make the benefits of membership more tangible. Also, it is expected that local community members will be motivated by the (unfortunate) reality that federal funding for The Arts is under a real threat. This is the long-standing model of community radio and will remain our strategy.

Digital: This committee will begin to meet online to get their list of projects under-way. One question for the committee is how many of our members sign up as sustainers on-line versus by contacting the station directly.

Close of Meeting: Andi moved to adjourn the meeting. Scott seconded. It was unanimously decided, at 8:30pm, to close the meeting.