



MEETING NOTES

Subject: Regular KDNK Board Meeting 6/19/2017
Location: KDNK classroom
5:36 pm

Present:

- Andi, Maria, Heather, Amy, April, Scott, Stu
- Public & Staff – Gavin, Raleigh, Lynn Burton

A. Check In: All are well. Regarding some sad news, KDNK will cover the recent passing of former KDNK DJ, DJ Phathead, Greg Benson.

B. KDNK University (an opportunity for the Public and Board member education about the station): Each member shared on their ability to use the Google drive. Gavin to follow-up with April on how to use the Drive. Stu to follow-up with Maria.

C. Approval of Minutes from May 15: Andi moved to approve the minutes, Scott seconded, the minutes were approved unanimously.

D. Public Input — Lynn Burton - Writing a KDNK History

Lynn submitted a proposal to the Board to write KDNK's history. He suggests this is a unique opportunity for him to describe KDNK's history as a member since year one (1984) and DJ since year two. The writing of the history would take 1-3 years, include research on Board Members, former GMs and as many artifacts as possible, newspaper articles, an events section, etc. Lynn proposed a pay structure for himself as a temporary KDNK staff member (for approximately 4 months) or as a contract laborer. Phase 1 would be research and Phase 2, writing. After Phase 1, the project could be picked up by someone else/others if necessary, and carried out from there. During Q&A, Lynn clarified that KDNK could make \$ on it, it could be available in library, assist Board, Staff, DJ's better understand our history, there would be testimonials from people formerly involved in the station. Lynn may not be available if KDNK needs to allocate for this in the 2018 budget. Another idea was to get an underwriter to support the project.

E. Treasurer's Report — Maria

July and August events will need to make \$\$ since the next CPB grant payment will be in late July or August. The Spring Membership drive did in fact raise the \$70K goal. A membership dollar amount update will be provided at the next Board Meeting. July will include prep for the Fall membership drive and Gavin believes that KDNK is on-pace for that.

Since the CPB grant funding has been delayed and the income may be at a bit of lull this and next month, payroll may present an issue.

Maria reiterated that the fact that KDNK is Cash rather than Accrual budgeting remains an issue, especially because the CPB funding comes in at the end of the year.

Maria is likely to leave the Board in December and we will need a new Treasurer. We have a DJ who was a former Accountant for Aspen Public Radio and has expressed interest in participating on the Board. Gavin to follow up.

Stu's Board term is also up in December and Gavin expressed feeling great support from Stu and Maria and hope that they remain involved as Board members.

Last year at this time, however, there was much more concern about the staffing and fiscal soundness of the organization.

F. GM / Staff Report(s) — Gavin Dahl

FINANCE

- Carbondale Trustees approved our rezoning request on June 13th! There was no debate; it went swimmingly! Follow up is now underway with bands wanting to rehearse and instructors wanting to teach. We will also begin scheduling regular KDNK member events. Then we will sort out which days and nights the space can be made available to other revenue-generating opportunities. Q3 experimentation with costs of rental space. No 2017 income planned; but hopes for significant income in 2018 - perhaps up to \$25,000?
- Alpine Bank followed through with \$5k sponsorship & UW check last week.
- Applied for Colorado Creates grant for \$8500 from Colorado Creative Industries on June 1st.
- CPB granted an extension on financial reporting. I will complete by July board meeting.
- Cash vs. accrual accounting replies from other NPR stations: No one right way to do it.
- Met with Kimala from Glenwood Insurance on 6/13 to finalize insurance policies for special events, liquor, and media liability.
- Pet membership fliers will be distributed to a few adoption shelters after an issue with tags not being registered in our system.

PUBLICITY

- Amy Goodman promo. has been recorded and will be aired daily.
- Guestlist idea: Ticket giveaways, Event invitations, Program highlights, Email capture.
- AmeriCorps process is underway. Hoping for late summer interviews, Oct 1 start date.
- John from Dye-Namics is making new KDNK banners as part of his community service.
- Amy Taylor and Gavin have edited together a General Operating Support case statement, to use as a jumping off point for grant applications.

- Regular monthly DJ orientations continue. Five attended on 6/15. 2 out of 3 attendees from previous meeting have joined so far.
- The plan to hire Sarah Uhl to make beautiful watercolor signal maps for street mural campaign is on hold until we know the new Glenwood Springs 88.3 signal pattern. But Gavin has begun soliciting locations for large KDNK signage along the highway corridors. There is an existing option on Route 83 land of a current DJ.
- Listener survey work underway. Bodhi collected all Spring 2017 membership forms for Gavin to track responses. I have also begun reviewing past survey questions and answers.
- October 1 start day for Americorp Volunteer. Unfortunately not in time for the pledge drive.

FACILITIES

- In the air studio, Gavin ordered new headphones. New turntable cartridges installed.
- Eliza has primed the north-facing brick wall and mural painting begins June 20.
- Thanks to Bodhi, Beth and Social for helping clean ahead of AZYEP summer camp.
- Landscaping maintenance by Permascapes Unlimited continues. Thanks to Gret's Gardens for getting irrigation system repaired in zone 1, in front of the building.
- Trash, recycling and compost pickup have moved to the north side of building.
- Other exterior painting needs to be done this summer. Patrick used to run a painting crew and may be able to help with that.
- Gavin has received many requests to add speakers playing KDNK to the front yard, front entryway, bathrooms and back yard. We also need a conference phone for Board meetings, etc.
- Gavin still plans to find a conference phone that can be used in the classroom.

TECHNICAL

- Engineering update: Jon Banks has retired, but will continue helping us with FCC filing for 88.3FM signal move from Lookout Mountain to Glenwood Caverns property. He charged \$1000 for entire project, not including equipment move (likely in Aug or Sep).
- Engineering update: Greg Benson is likely to be our new engineer. His company is called GAB Engineering, LLC. He reviewed with me the purpose of all the equipment on the building. The satellite dish could use a spectrum analyzer tune up, a new low noise broadband downconverter, and a power wash.
- Signal issues with 88.3 in Aspen and 94.7 in Snowmass were resolved by Pitkin County Translator staff over Memorial Day weekend.
- Live broadcast went smoothly on Sunday June 11th from Sopris Park. During the intermission between bands, we were able to air in the park the audio of Luke hosting KDNK live from the studio. Thanks to Louie the Computer Guy, Steve's Guitars, Cedar Networks.
- Power outage for about an hour in downtown Carbondale on Thursday May 25th during Alex Schrempf's show Hip Hop Weekly did not affect the station's FM signals or online stream. In other words, our recent backup power test succeeded and then we withstood real world test.

MUSIC DEPARTMENT

- Schedule changes now in place. Barn Darlington took over Sat 10am-noon. Rickdicolous took over Tue noon-2:30pm. Mel took over Mon 11pm-1am. Mike Miller went from alternating to every Tuesday 10am-noon. Still two more alternating slots to fill (as of 6/14).
- Luke, Cody & Gavin have begun producing a series called The Music Meeting, for starters we each select one new release to share. Will expand to involve others over time.
- SoundExchange reporting continues this week. DJ compliance stronger than ever.
- Several vinyl and CD donations have netted some good scores. All tax letters sent.
- Build out of the DJ profiles and show descriptions on KDNK.org has continued. Thanks to all the DJs who are finally getting photos, bios and show descriptions turned in!

NEWS DEPARTMENT

- Raleigh is now full-time. We are shifting public affairs duties to him, and he is now the primary digital content editor. No changes to public affairs. Gwen Garcelon still hosts monthly. Quick Hello and Intro from Raleigh.
- Amy has registered for Investigative Journalism that Matters classes during July.
- Jen Platero, news intern, graduated from Roaring Fork and started school at CSU.
- We have continued to cover our members of Congress: Amy interviewed Rep. Tipton, Gav interviewed Sen. Bennet, Jen kept tabs on Sen. Gardner.
- Bente Birkeland concluded her coverage of the 2017 legislative session. Her regional reporting continues, including coordination of vox pop features collecting statewide audio.
- *On the Media*, produced and distributed by WNYC (Radiolab), will debut on KDNK Mondays from 5-6am starting July 3rd. WNYC is giving us a free trial for Q3 & Q4 of 2017. Other news programs will be debuting on KDNK that week from 5-6am, including *This Way Out*, *Counterspin*, *Between the Lines* and Colorado Public Television's weekly state politics program *Colorado Inside Out*, which airs on CPT12 Fridays, and will air on KDNK Tuesdays at 5:30am.

NETWORKING

- Gavin attended Western States Public Radio gathering in SLC with Amy Taylor in May. She will share a report back during the fundraising committee report.
- Colorado Freedom of Information Coalition who we joined, had a successful legislative session. State of CO will be better rt access to records, which will allow Amy GM to dig into public records. KDNK, as a member, helped with this effort.
- At NFCB conference in July, Gav will moderate a panel on youth radio, with Beth from AZYEP, Ali from KVNF Paonia and Kris from Indie Kingdom in Vermont. Plus, Gav is helping to coordinate the rural radio summit, along with Julia from KBUT Crested Butte.

Due to the number of staff attending the conference, it was proposed that the Board meeting be pushed back one week to July 24th. The idea was voted and agreed upon.

- *Radio World* published a column on community radio's support for net neutrality: KDNK Station Manager Gavin Dahl is among community radio leaders uneasy about the latest commission moves. "Chair Pai says he is a friend to broadcasters. My friends think allowing powerful

conglomerates to pick winners and losers on the web is un-American. No friend of radio would eliminate network neutrality to please the big phone and cable companies.”

August and September First Fridays need ownership for responsibility for these events. First Friday in July we will host an open house and artist reception. August and September events we may not be doing anything, but we could. April volunteered to organize an August event. A KDNK event for the first Friday in September is TBD.

Volunteer opportunities for the Hootenanny and other events will be posted online and emailed.

Ladies Arm Wrestling will take place Friday, September 8th at 10pm at Phat Thai.

G. New Business —

It was raised that while the possibilities of working with other engineers are very limited, we could release a call for proposals from area engineers, in the interest of cost savings. However, if we want someone else, we will most likely be working with someone from the front range and needing to pay them more than we do now.

Maria proposed that Gavin do additional research on engineering options. Scott seconded. The motion was passed with a 5 to 2 majority.

Lynn’s proposal. The value of a written history was discussed. Gavin will take it from here, which is where it should come from.

H. COMMITTEES:

Board Improvement — Scott. Strategic Planning in 2017 priorities include increased professionalization and publicity / marketing enhancements. Scott will be responsible for asking the Board, essentially, “How are we doing on these four points,” (see below)

1.) By July 1, 2017, the Board will have established a few strategic priorities and identified actions that will serve KDNK’s mission and sustainability. Those priorities and actions will be the focus of work efforts in the second half of 2017.

2.) The 2018 budget will be developed to implement strategic priorities and actions.

3.) The Board will continue to increase its effectiveness through developing task forces and committees to work between board meetings.

4.) The Board and staff will focus efforts toward ensuring that the CPB matching funds of more than \$300,000 in local fundraising is achieved.

Community Advisory Board — Scott - role is to solicit input from non-Board, community members. The last meeting was very fruitful.

HR — Andi/Gavin - Legal support was consulted related to hiring of Raleigh. Since Raleigh was the 4th full-time staffer, no EEO was required. However, a fifth full-time staffer will require us to use Equal Employment Opportunity guidelines. If FY18 budget allows for a fifth staff person ...

Strategic Planning — Task = ratifying and codifying the priorities that came out of the April 16th Retreat. Amy to make and send out the list of those priorities. Plan to get concrete about what we are going to get done.

Digital Committee — Stu - The committee has grown to include Bob Shultz, Louie and Raleigh!

Fundraising Committee — Heather

WSPR Conference Report — Amy

- Thank you calls to Potential Donor (\$240/year+/ \$20/month) by Gavin
- Start by concentrating on 5 prospects from Callaway. Don't wait for perfect materials. Then think about sorting your top 10% of donors
- Meet the GM - twice a year, for major donors — there should be no ASK at these gatherings
- During Major Donor ASKS meetings: Externalize - paint the picture for donors as to what the station provides and the vision that you have for where you're going.
- Add a box on all membership forms that says: I'm interested in planned giving.
- Data mining. Research. Companies are in the business of gathering data from annual reports at different organizations. Past giving indicates likelihood of future giving.
- It's perfectly reasonable to ask members to up their membership and/or make a one time gift
- "Cultivation cycle" - plan for nurturing relationships with potential major donors

Michael Wallace - Public Media Partnership:

In 2015, NPR did a study on top 3 reasons people choose to become sustainers.

3 Reason ppl become sustainers (from NPR study 2015)—

1. Help pay for the content the station airs and they rely upon
2. Sustaining is the best way to support the station - creating a steady income stream, convenience
3. To will feel good about contributing to your community

— 30 second elevator speech related to CPB funding - so that Board members and staff are saying the same thing. Understanding its history and use. One possible message might be "Congress passes the budget."

— Pursue creating an endowment fund / bequests. Few stations effectively pursue bequests. Have a lawyer do an public service hour for the public to learn about and consider Estate Planning.

- In light of the CBC threats, we need the contact info for the large percentage of listeners who aren't members (and lapsed donors) AND Current members will likely step up and give more.
- Downward Death Spiral = cutting fundraising and marketing expenses.
- Messaging: avoid undue hyperbole about CPB funding. Use on-air messaging.
- Why is KDNK important to the community: safety, nonprofit that supports nonprofits — getting at impact, help them fulfill their missions. Create testimonials from nonprofits.

EMAIL BLASTS:

- Stay in touch with your main stakeholders. Timely updates a) about news (links to local and national stories) and b) inner-workings of the station. Donors want to know and to be need to get educated.

Grants

Colorado Creative Industries grant proposal was submitted with a \$8,500 ask
 Amy will be distributing the draft GOS proposal
 Amy has been doing prospecting and found some more deadlines: City of Aspen (July 31st)
 Anschutz Family Foundation (August 1st), El Pomar (rolling deadline)

Colorado Gives Day — April discussed June 14 Devo Meeting. Deadline is July 24th. Board members will be educated about this opportunity at a KDNK University session.

Public Event Update — Heather

Band of Heathens Event- Hootenanny (GD) August 11th 5-10PM
 Launch Pad (Volunteer Appreciation) event at 4 - 6 PM
 6:00 PM Mile Markers
 7:30 Band of Heathens
 10:00 PM Mountain Fair Slide Show
 Slow Groovin & The Beat (Food Sponsors)
 Potential expenses
 Porta-potties
 Security
 Stage on 4th Street
 Publicity (Carbondale Arts) is underway
 Need to confirm officially that grant funds can be used for this purpose
 Halloween Event (GD)
 Saturday October 28th is reserved at Third Street Center
 The Davenport will perform

KDNK has been approved for Master Cantina at Mountain Fair
 July 29th 10:30 AM - 4:00 PM
 Typically ~ \$1,000
 Looking at engagement for more donations, theme for volunteers, tipping game

First Friday & Farmers Market

Mural & First Friday in July (will have advance promotions after approval)

Gallery space? Amy Kimberly at Carbondale Arts is supportive

Ladies Arm Wrestling Sept 8th at Phat Thai at 10:00 PM will Kick off the Pledge Drive

Close of Meeting: 8:23 pm

