



## MEETING NOTES

Subject: Regular KDNK Board Meeting 7/24/2017  
Location: KDNK classroom  
6:03pm

### Present:

- Andi, Amy, April, Ashley, Stu (by tele-conference), Scott (few minutes late), and Maria (1/2 hour late)
- Public & Staff – Gavin

A. KDNK University (an opportunity for Public and Board member education about the station): Those in attendance took a minute to go to our Board shared gmail drive. We considered the Board bylaws, which outline the goals and responsibilities of KDNK's Board.

Andi emphasized the Board's responsibility to create a reachable budget that guides the station's decision making process. She pointed out that the Board can hire/let go of the GM, but thought other decisions, about personnel, equipment, etc. is in the hands of the GM, as long as it fits within the budget. Therefore, only what does not stay within the budget, needs to come to the Board.

Gavin suggested that the Annual Budgeting may not require every Board Member to go through every line. Instead, this could be the work of a committee, and the larger Board could look at the big picture.

Andi pointed out that another major contribution of each Board Members should be in the area of Fundraising. Members should be willing to ask for money, including requesting support from our community, friends, business partners.

There was a general consensus that this is an important aspect of Board Membership. We must also know the budget of the station.

B. Approval of Minutes from July 19: Andi moved to approve. Scott seconded. Decision was unanimous.

C. Public Input: None present.

D. Upcoming Calendar: Board Members took a minute to make sure some upcoming events were on their calendars.

July 28-30 - Mountain Fair Live Broadcast from Sopris Park (Cantina 10-4 on 7/29)

July 31 - Early Bird Email

Aug 11 - Hootenany with the Heathens Concert w/ Cdale Creative District

Aug 21 - KDNK Board Meeting

Sep 8 - Ladies Arm Wrestling 10pm

Sep 11 - Membership Drive First Day Kickoff

#### E. Committees / Task Forces

Fundraising: Copies of the General Operating Support Proposal was shared so that Members could provide Amy and Gavin with feedback, and there was a review of pending and upcoming proposals

Community Advisory Board: Next Meeting most likely in October

HR: Part-time staff to be reviewed before August Board meeting Scott would be interested to assist

Strategic Planning: All Board members should look at the strategic planning summary between now and the next meeting

Digital: Luke and Raleigh have joined the Digital Committee. Steve, Bob, Louie and Gavin remain members. Gavin summarized the current work of the committee - see GM Report.

Board Improvement: see New Business

Treasurer's Report: We should expect Budget to Actual Statement at the next meeting.

Follow Up from Last Meeting: Fundraising will appear earlier on the agenda. Gavin to discuss our engineer, which was raised during the last meeting.

#### GM Report:

The Board's V.P. has sadly had to resign, due to personal circumstances. Planning to follow on how to proceed.

#### FINANCE

Gavin completed CPB financial reporting by the deadline, thanks to Maria and the auditor for helping to meet the deadline. They followed up with a few questions and Gavin reached out to the auditor for help. The final check for this fiscal year (\$28,542) arrived today (7/24/17). We have enough money to afford our expenses until pledge drive. August 1, we expect the pledges to begin to roll in. Gavin will go before the Carbondale Trustees for our liquor permit request for

Hootenanny with the Heathens on August 11th. We've booked an opening act from Denver (yea new music!), dreamy cowgirl Erika Ryann. We held off on pet membership publicity while troubleshooting hundreds of past due pet memberships and confusing records in the database.

AmeriCorps start date pushed back to January. KDNK is still in the running.

## ENGINEERING

Based on a conversation with Jon Banks and other stations, we need to continue our search for a new engineer. Jim Mross works with KGNU and other stations along the front range. He is very willing to work for KDNK. He does not have his own snowmobile. Bill Frost is based in Grand Junction and does have a snowmobile. Scott Henning works for KSUT, KSJD and KDUR. Jon Banks will complete the FCC-approved move of our 88.3 FM translator from Lookout Mountain to Iron Mountain. Likely to join forces with other stations to work with an engineer prior to winter (due to the need for snow access).

Lease summary to move from Lookout Mountain to our new own site starting this Fall, with POW Incorporated. The contract under consideration now is a five year lease with consideration to increase the rent each five year. This is a long-term lease and was not in the budget, therefore requires a vote. Board members reviewed the lease.

Andi moved to approve Gavin to execute the lease after requesting a 15 year term at the monthly expense that the proposed currently covers. Amy seconded.

Discussion ensued. Gavin pointed out that this move should result in an improvement to our services. However, if it turns out that the location is not an improvement, we would be locked into the lease. Ashley had some fine line input on the legal language of the lease, including the potential opt out clause. Currently the clause includes \$3,000 and 90 days. She also expressed concern about language surrounding KDNK's access to the site.

Andi moved to approve Gavin to execute the lease after including some safeguarding clauses from Ashley, and requesting a 15 year term at the monthly expense that the proposed currently covers. Scott seconded this proposal. The decision was unanimous.

## MUSIC DEPARTMENT

8 people came to DJ training on July 20th!

## NEWS DEPARTMENT

Amy's Poynter Institute training is underway. Amy's story on a mule deer study has well over 500 hits. Raleigh and Amy did a short Meet Your News Director spot, check it out.

## DIGITAL COMMITTEE TO-DO LIST

NPRStations.org & NPR One setup; address issues with podcasts, streaming security, convert all to HTTPS; fix schedules in Spintron, Composer, Radio Free America.

## NFCB CONFERENCE

Over 300 people attended NFCB conference in Denver. KDNK brought Gavin, Luke, Cody, Bodhi and Patrick, plus Beth from AZYEP. (Several plenary & keynote speeches.) \$350/registration, 6th free. Conference hotel rooms were too expensive. We did \$1,000 for an AirB&B. Gavin: co-facilitated Rural Radio Summit with 50 stations represented. Gavin moderated Youth Radio panel with 50 attendees, plus AZYEP focus. Attended Online Fundraising, Pledge Drive Resources, Digital Security, PRSS & CPB Updates. Staff are providing some notes to Gavin about what they learned, including strategy around Pledge Drive.

## PLEDGE DRIVE

Gavin is ordering Gold Records for existing major donors and future contributors. The plan is to update membership forms & print and update online pledge forms on Click & Pledge, order pledge postcards & new biz cards from Independence Press, and create a new KDNK Program Guide to distribute.

Early Bird Prizes - raffles for businesses, new sustainers and existing sustainers

New KDNK Merchandise in the works — creating meaning for membership

- Bumper Sticker (\$500)

- Beanie (\$150)

- Keychain Bottle opener (\$300)

- Pet tags engraved (\$1,000)

- T-shirts (TBD) - new tagline and fall pledge line to be determined.

Ashley shared the ideas for a .pdf of the KDNK logo/symbol for businesses to place on their website(s) and/or bumper stickers for Business Members.

Networking event for Business Members would be a selling point and helpful.

Hope to build up to “swag” gifts where people make major contributions for minor items.

New Business:

The Board would like to create/recreate two new committees:

Nominating Committee for recruit and cultivate new New Board Members and walk them through the nominating process — Gavin, Andi, April and Scott would like to take this on. Andi would like to ask Bob Shultz to join this committee, which the group is enthusiastic about.

Andi moved to establish Finance Committee to assist in forming, vetting, and tracking the 2018 Budget. Scott seconded. The committee was unanimously approved. Maria, Amy, and Gavin will sit on this committee after the 2018 Budget is created by Gavin and his staff.

Meeting Adjourned: 8:05



