

**KVNF BOARD OF DIRECTORS
MINUTES
APRIL 18, 2016, 6:30 P.M.
PARTNERS BLDG., DELTA COLORADO**

Directors Present: Pam Ellison, Cynthia Hines, Linda Bacigalupi, Bruce Herr, Steve Rubick, Judy Briscoe

Directors Absent: Bob Pennetta, Brian Calvert, Skip Naft, and Felix Belmont

Staff Present: Jon Howard

President, Pam Ellison, **Called the Meeting to Order** at 6:36 p.m.

Linda moved, Cynthia seconded, passing unanimously, to accept the **Minutes of the March, 2016 Board of Directors meeting** as presented.

Financial Report- Cynthia Hines (attached)

Income is expected to flat-line in May and June with no fundraising events planned. Steve suggested that KVNF **advertise in the summer visitor guides**. Perhaps we could trade for input.

The **Raffle license** needs to be renewed, Jon and Pam will be the raffle license designees.

A motion by Bruce Herr, seconded by Steve Rubick, passing unanimously to accept the **Financial Report, with corrections** to reflect the \$3,000 in the raffle expense should be listed as a liability as well as an asset, and to correct the in-kind totals.

General Managers Report - Jon Howard

Pledge Drive is finished, with some soft pitching being done on some shows. The total **pledges as of today is 70 - 75 % of the \$55,000 amount budgeted**.

Pre-drive letters to **renewing members** had a return of 30%, the letters asking for a challenge pledge had a 60% return.

The pledge drive had a goal of 100 new members, we ended with 104!

Our goal now must be to keep all our members, new, renewing and add new members all year.

Overall Jon was pleased with the pledge drive and the station has had no negative feedback.

750 letters were sent to **lapsed members**, 2010-2014, only 2% rejoined.

Keeping the lists of new, renewing members from the **Spring and Fall Pledge drives** will help to remind members of member renewals. A suggestion was made to find if there are non-renewals from a specific area, zip code, etc.

Steve anticipated more testimonials to be aired during the pledge drive, Jon thought they were a distraction during pitching, it was suggested that **testimonials be done**, in person or recorded to be aired during the year and particularly the weeks before the drive.

Equipment update:

A new **\$2300 amplifier** was installed at the Wakefield tower, does the **antenna** need replaced?

3 new CD players have been installed in the air studio, they interface with the sound equipment, many compliments have been heard from DJ's.

The **Wakefield transmitter** had a major electrical fault last week, Jon and Jeff identified the problem and hired an electrician to fix it. The problem, the AC was not hard wired, the **breaker box and socket with locking plug** have been installed. As money allows other fixes will be addressed.

Roof - Steve Rubick

Bids to fix the roof have been between \$5,000 and \$67,000, although the roof has lasted longer than expected it needs work.

Steve is researching using Elastomeric, the product has a 7 year life, it is applied after a power wash. Roll on one way, cure for 24 hours and roll on a second coat. Labor will be KVNF volunteers. The cost is approximately \$1,500.

A **fund will be established** in the budget yearly to fix identified maintenance and equipment issues.

Raffle

Options are being considered for the 2016 raffle. A decision needs to be made soon to be ready for the summer concert series.

BOD is asked to find a **raffle item for 2017** and also be on the lookout for something like the Jaguar to sell, raffle, etc. to help with funds.

Many good remarks were heard from the participants at the **Crawford outreach party**, DJ's, volunteers and the public like the welcoming atmosphere at the station and the positive vibes coming from staff.

Strategic Plan - Pam Ellison

Staff - the staff positions are filled.

Personnel Committee met with Jon, for a six month evaluation, Pam will follow up and put together a document with results.

Maintenance and Repair Committee will meet to do a facility update inventory, a line item will be placed in the budget for repair, replacement, etc.

A new set of **batteries** are in place for back-up for the air studio.

Financial Stability Committee- the committee will meet to come up with a plan for 3-5 years.

Organizational Structure Committee will meet to review the Mission Statement.

Membership - Bruce Herr

Define regional vs community

Remote studio in Montrose

Positioning statement for KVNF

Educate the population about KVNF (something short and sweet, who are we, what do we do, how can KVNF enrich your life)

Expand awareness of the Monday Night Mexican show

Where does KVNF want to go and how are we going to get there

NPR uses its original Mission Statement

New Business

The **Fall Pledge Drive** is scheduled October 16 - 22, 2016.

Annual Meeting will be scheduled the week before the pledge drive.

A **motion** by Cynthia Hines, seconded by Bruce Herr, passing unanimously, to adjourn at 8:30 p.m.

Respectfully submitted,

Judy Briscoe, Secretary