



Carbondale Community Access Radio

Subject: Regular KDNK Board Meeting Oct 15
Location: KDNK classroom
In Attendance: Rick, Andi, Scott, Jero, Chris, Gavin, Dustin (by phone at first)
Absent: April, Amy
Call to Order: 5:45 pm

Topic	Discussion Points	Conclusions / Person Responsible for follow-up
• Check-In	Thanks to Rick and Peppino's for pizza.	
• Minutes Approval	Minutes not finalized	Will approve Sept. next Month
• Public Input	Shoshanna Rosenthal, prospective board member, on hand to observe.	
• KDNK University	Andi: Everybody should be connected to KDNK's Google Docs files so we can share information more readily. Willing to help individuals do so.	
• GM Report (no staff reports)	<p>GM Report October 2018</p> <p><u>FINANCES</u></p> <p>We met our fall membership drive goal of \$75,000 on Wednesday, October 3rd.</p> <p>We have been awarded a \$1000 grant from the Western Colorado Community Foundation.</p> <p>Work on the first draft of KDNK's FY19 budget is underway, with key staff input including underwriting, membership, and news, plus events committee and tech committee plans.</p>	

We are awaiting word on grants from Pitkin County, City of Aspen, Town of Basalt, and Town of Carbondale. We'll also apply to Garfield County, Snowmass Rotary, Gill Foundation, ProPublica, and Report for America.

Erin and I have tracked contact info for ticket giveaway winners, Brown Paper Tickets buyers, Greater Giving registrants from Labor of Love silent auctions, and DJ orientations. We've asked them to join, after cross-referencing the membership database, and added to email list.

Vanguard accounts up at the end of Q3.

TECH

The Nationwide EAS test took place Wednesday, October 3rd and KDNK aired the alert.

88.3 FM in Glenwood Springs had intermittent dropouts the first weekend of September and again on October 11th. Engineer Jim Mross (KGNU), is coming to Glenwood this week to relocate our equipment at Glenwood Caverns from the tram building to the communications tower, with support from Jon Banks, whose last post-retirement project is managing that site. FCC acknowledged receipt of our minor mod application, prepared by engineer Todd Urick.

88.5 FM in Redstone was back to normal last week, until, as we learned from Pitkin County engineer Drew Peterson, the 88.5 transmitter got into a locked state where the internal signal was being hyper-limited to prevent some sort of perceived over-modulation from the digital signal, causing broadcast silence. The county's new site on Elephant Mountain now includes remote login capability, so we received very fast response time after listeners complained.

We need to purchase a new mixing console for the news production studio.

PROGRAMMING

KUNC and the Rocky Mountain Community Radio coalition hired a new Capitol Coverage reporter. Scott Franz, an investigative journalist, spent the past 7 years in Steamboat Springs.

KDNK is airing informative, critical election coverage from KGNU and Colorado Independent on Tuesdays at 4pm throughout election season, called The Indycator. Check it out.

We are planning to expand Charlando con Crystal to 2 days per week, starting in December. Website traffic hits on Crystal's spanish-only articles have been strong (>500) suggesting good possible demand.

We are in discussions with eTown about bringing a live taping to the Tabor Opera House in Leadville next summer, organized in collaboration with KDNK.

EVENTS & OUTREACH

Membership Drive outreach events included a live broadcast from Village Smithy, participation in the Carbondale Chamber Business Confluence, DJing the Basalt Chamber Biz After Hours at Mezzaluna, a live broadcast from Cilundu Coffee at Third Street Center, DJing happy hour at Slow Groovin BBQ in Snowmass Village, a community grilled cheese sandwich event at Redcliffs Lodge in Redstone, a pet membership drive at RJ Paddywacks in El Jebel, a DJ meet-and-greet at Choice Liquors in Rifle, and special Full Moon Cruiser Ride radio show.

The AZYEP fundraiser and live broadcast Fiesta on the Fork on September 30th was a success, launching a new partnership with CARE featuring adoptable pets on each program.

The Thank You Shindig October 3rd at Village Smithy with music by Banjira, drinks by Woody Creek Distillers, Roaring Fork Beer Co & Black Bridge Winery, and food by Peppinos, was well-attended.

	<p>Thanks to volunteers Casey Siers, Ken Jones, Carol Klein, and Mike Lemmer.</p> <p>First Friday Kids Movie Night is back, with 11 kids attending on October 5th. We netted \$80.</p> <p>The KDNK CD & Record sale at Potato Day October 6th raised \$1100. Thanks to volunteers Dan Hardin, Dan Giese, and Chris Hassig. April Spaulding and I emceed the parade.</p> <p>Your News, Your Community, an event organized in collaboration with Colorado Common Cause on October 13th was fruitful. We hosted a live broadcast with guests from Sopris Sun, High Country News, Post Independent, Rio Blanco Herald Tribune, KBUT, Radio La Tricolor, and a live audience. Thanks to Steve Skinner for sound engineering the broadcast.</p> <p>The KDNK Halloween Dance Party on October 31st is off to a strong start with VIP ticket sales, and a growing guest list of Third Street Center tenants. Please help spread the word.</p> <p>KDNK is hosting the Rocky Mountain Community Radio coalition annual conference, Nov. 14-16 in Carbondale. The concert at The Temporary on November 15th kicks off a new quarterly series, called Rocky Mountain Musicians Showcase, hosted by KDNK and TACAW. Erika Ryann and Let Them Roar will headline.</p> <p>Labor of Love item donations have begun. Erin has ordered Greater Giving supplies.</p>	
<ul style="list-style-type: none"> Board Project: Post-Retreat Visioning Continuance 	<p>Proposed example vision document prepared by Chris:</p> <p>KDNK's current mission is as clear and relevant as ever: connecting our community members to one another and the world. During our August retreat, we discussed what kind of positive impact we want KDNK to foster in our communities going forward. In this draft,</p>	<p>Chris will distill vision to a couple of one sentence options with Dustin next Monday. Chris</p>

	<p>I've teased out three values the board would like KDNK to both promote and embody, and some ideas for how to improve upon our existing success:</p> <p>1. Diversity</p> <p>The number one goal we identified was broadening both the diversity of voices that have access to KDNK and the diversity of our listenership. KDNK already offers the most diverse music programming in the region and strong diversity in its public affairs programs, but we think there is still room for improvement. How do we strengthen our regional diversity--voices from Leadville to Marble to Rifle, our cultural diversity--voices from latino, rural, and native communities, and our sonic diversity--pushing the boundaries of how radio can be presented, produced and disseminated?</p> <p><i>Possible Actions:</i></p> <ul style="list-style-type: none"> ● <i>Homegrown talent: AZYEP DJs are a diverse group of kids--retaining the involvement of AZYEP DJs as they become adults can improve our diversity.</i> ● <i>Partnerships: identifying organizations that can help us get new voices on the air.</i> ● <i>Physical presence: remote broadcast events from diverse community events and locations can bring us to new communities.</i> ● <i>Specific talent: KDNK recruited an award-winning spanish-language host for its newest news/conversation program. This is a possible template for the future.</i> ● <i>On the airwaves: direct appeals in our DJ training and promotion of</i> 	<p>and Dustin will have something to submit to Andi within two weeks for Annual Meeting inclusion. Chris will also prepare some slides with input from Andi and Dustin that can spark some discussion and member input on the general ideas at the annual meeting.</p>
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diversity in our IDs are untested but possible routes to improvement.

2. Creativity

KDNK is an important member of the Carbondale Creative District. How do we foster creativity and freedom on air and in our station facilities, and as a conduit for creativity happening in our communities beyond the station?

Possible Actions:

- *Partnerships: KDNK already has fruitful relationships with the Sopris Sun, Carbondale Arts, CRMPI and others. Keeping our eyes open to new relationships and improving our existing ones can further our creative goals.*
- *Posterity: continuing to explore routes to archive and disseminate our programming in a longer term manner within licensing rules (and potentially to join lobbying efforts to responsibly adjust those rules) could spark more creativity and excellence from our programmers.*
- *Talent: keeping our eyes out for and supporting exceptional new and homegrown creative talent.*
- *In the station: We have already made steps toward establishing our community room as a space to create and connect in Carbondale.*
- *Live music: deepening our connection to the live music scene and presenting more recordings from regional shows. Continuing our strong in-studio live music tradition.*

3. Excellence

KDNK must be engaging, entertaining, mind-opening, and vital in order to

continue succeeding at its mission in a new technology landscape. How do we support our volunteer and staff programmers to present excellent radio that draws in and keeps our listenership strong?

Possible Actions:

- *Technological innovation: Keeping up with new technologies and ways of presenting our programming that make it easy to find and listen to KDNK anywhere.*
- *Homegrown talent: Improving our DJs continuing education. A buddy program for new and/or AZYEP DJs to learn the ropes from the best.*
- *Talk shows: Merle and Chameleon, Bronco Babble, and Pal and Friends have created engaging listening through on air connection, humor, and conversation. More potbelly style shows, done right, could reinforce the community vibe of KDNK and create engaging listening.*
- *Live music: again, deepening our connection to the live music scene and presenting exclusive content from regional shows can make KDNK a listener destination.*
- *Syndicated programming: continuing our strong sourcing of programming from the wider world that listeners engage with and enjoy.*

Andi: Included in the board packet tonight are scans of vision sentences from the retreat. We will want to incorporate those sentences developed in each breakout group moving forward.

	<p>Chris: Definitely. This is probably too detailed at this point and we will want something simpler, i.e. one sentence, to sum up the vision.</p> <p>Group: This is a good start.</p> <p>Gavin: Ties in well to our upcoming discussion of proposed first draft of 2019 Budget, which aims to support Diversity, Creativity and Excellence.</p> <p>Andi: We will want to have something within two weeks to have ready to discuss with the membership at the annual meeting.</p> <p>Chris/ Dustin: We will meet about this.</p>	
<ul style="list-style-type: none"> Review of 2018 Budget vs. Actual 	<p>Gavin: Fall Membership drive completed successfully. Looking at the numbers in an ideal world expenses and income in all categories should be near 75% as we enter Q4. Reality is that income and expenses in specific categories can often come in bigger chunks that don't break down cleanly, resulting in percentages above or below that 75% target. Overall, however, we are remarkably on target, with expenses at 74.59% of budget and income at 75.17% of budget, excluding a special \$50,000 bequest from Mary Lilly that pushes the current income percentage to an unusually inflated 84.69%. Mary Lilly Bequest should be considered above and beyond, not used to make up for any annual fundraising shortfall.</p> <p>Dustin: I strongly agree.</p> <p>Some notes on specific income/expense lines from Gavin:</p> <p><u>Events:</u> Some disappointments: Hootenanny: expenses exceeded budget by 228%, <\$700 net. Need sponsorship plan for next year, and a larger grant from the town.</p>	<p>Annual Fund \$45,000 still to raise. Board Members need to step up here.</p> <p>Fundraising "Letter Night"</p> <p>Tentatively Wednesday 28th.</p>

35th Birthday: \$3.50 admittance was tactical mistake, but event was otherwise great. Expenses \$410% over.
Ladies Arm Wrestling: only one event happened
Summer Concert Series expenses up due to staffing expenses from more events than planned.

Pleasant surprises:

Amy Goodman (172%), Dandelion Day (154%), Cantina (119%), Record Sale (%TBD ~200%) came in above budget.

On-site income: Over-optimistic budget goals on space rentals. Setting lower sights for 2019.

Engineering Expenses:

Broadcast Supplies/Equipment category up as we hired Louie Girardot to do necessary extra IT work under that budget category.

Offset by lower engineering fees as we had no permanent engineer.

Grants:

Strong year on Grants. Nearing 100% pre Q4. Others in pipeline. Gavin and Erin have used Amy's grant template to good success.

Staff Expenses:

News procurement up, wages down due to staffing shift from salaried to contract work in News Dept.

Miscellaneous:

Mortgage on document looks like zero, but is accounting and cash flow trick and is being paid.

Spent \$1,600 from past "capital projects account" on building maintenance in order to free Alpine account to become new bingo/raffle account.

D&O Insurance accidentally paid twice last year will end up under budget due to refund.

Satellite interconnect costs up.

<ul style="list-style-type: none"> Proposed 2019 budget 	<p>Gavin: \$525,000 to \$560,000. \$35,000 increase.</p> <p><u>Events:</u> Change in Events goals--some moderation, cost control.</p> <p>Committee is for reviving "Mr. Carbondale" event. No Birthday, No Amy Goodman Hoot moving to September perhaps 4 Bingo Nights planned at the station</p> <p><u>On site:</u> Goals pared down from this year, room to grow.</p> <p><u>Grants:</u> Colorado Creative Industries grants on three year rotation, not happening next year. \$7,500 down.</p> <p>Pursuit of more diversity on our airwaves should result in good response projecting \$6,000 for Spanish language projects alone. --Western Colorado Community Foundation --Garfield County --O'Shaughnessy Foundation --Nonprofit underwriters</p> <p><u>Membership Income/ record club discussion:</u> BCGs pulled out into separate category from membership. Want to limit length of drives so also some limit on BCGs. Some issues with pledges not being fulfilled.</p> <p>Dustin: percentage budgeting pledges vs. true draw--look at national figures so we can plan for it?</p>	<p>General board assent with Gavin's proposed staffing changes, some questions may need to be addressed at future meetings. Gavin can continue fleshing out budget</p>

Gavin: we “stop drive” when we get to pledges goal but keep books open on the drive until we actually get there.

Underwriting keeping flat due to Live Broadcast underwriting.

Live Broadcast underwriting income expanding as we are selling standalone packages for Mountain Fair, Glenwood Summer of Music in Two Rivers Park, and Second Sunday in Sopris Park at special rates.

Record Club expectations down to \$25,000 from \$30,000. Overly optimistic? Want board input as this category needs work from board.

Andi: \$1,000 membership gifts should go to Record Club not into membership income.

Gavin: only reason we don’t is that not doing so might extend membership drive longer

Dustin: but we would get cleaner accounting numbers with all record club gifts separated out

Gavin: I agree and will attempt this in future

Jero: More major gifts in Record Club is better. We want to track and watch these \$1000 donations, but it should be up to Gavin to slide things around and have flexibility in accounting.

Gavin: Need to cultivate Record Club as specific project

Dustin: what is the average major giving income for similar radio stations? Gavin mentioned a \$12,000 number from NFCB?

Andi/Gavin clarified: major giving averages for stations with budgets under \$1M is \$12,180.

Dustin: What is our historical ability to raise money?

Andi: not especially strong, but we don't have exact numbers in front of us

Gavin: we do this budgeting to use as goalposts. But I'm optimistic about growing our membership.

Andi: a more conservative goal would be \$15,000, but we live in an area where we should be able to get \$1,000 donations more easily.

Dustin: Other organizations in the valley often raise money from >\$1,000 donations. Buddy Program event raises a million dollars for example.

Andi: They also spend a lot of money to put on big events and many of their events have long track record of success.

Chris: This supports a case for finding board members who can solicit more Record Club income from peers.

Gavin: This is a working board and has had my back in numerous events and projects, but fundraising beyond your own businesses or personal finances at this higher level is an area for growth

Dustin: If we're looking at \$1000 donations is there some merit in finding out how it was cultivated?

Gavin: Yes. But it can also be random sometimes. (He related anecdote on a big donation from phone bank during recent membership drive.)

Rick: We can put things in motion to get to bigger money.

Gavin: But let's be somewhat conservative with goals so I can beat them rather than stress over them. That's why I'm aiming at \$25,000.

Dustin: This is a long term conversation in the strategic planning realm. Let's be optimistic long term.

Staffing discussion:

Gavin: Staffing at \$280,000 for 2019. Half a staff person equivalent increase.

Underwriting manager up to 29 hours a week from 20. Adding 9 hours of base pay. Reflects Greg's true workload better.

Luke to become full time music director; to promote Raleigh to program director. Enrolling Raleigh in health benefits.

Dustin: Station comparables?

Other station comparable from Gavin:
KGNU: Music Dir., News Dir., Operations Mgr., Development Dir., Underwriting Salesperson, Membership Dir. and GM.

Gavin: Here's the ideal staff structure: 1.5 fte in Music and 1.5fte in News, program director, station manager. Two development/fundraising people, possibly to three in future.

Overall fte remains the same. \$24,000 up in raises and hours.

Dustin: budget implications difficult to see.

Andi: Boil it down from strategic planning perspective. Is KDNK moving money from news to music?

Gavin: Goal is freestanding program director; pulling tasks off the News Director, GM and Music Director.

Raleigh's time will be split among 6 or 8 things: build diversity by doubling down on participation from Latinos. Improve excellence by managing volunteers more effectively. Get experienced journalist to improve

	<p>journalistic excellence. Luke can nurture volunteers more successfully and work on long-term music projects that have backed up.</p>	
<ul style="list-style-type: none"> • Board Election 	<p>The board held a discussion of all known board candidates (verbal or otherwise) and what constitutes eligibility.</p> <p>Jero moves to allow all 6 candidates to stand, regardless of paperwork status. Seconded by Chris.</p> <p>Vote: unanimous in favor.</p>	<p>All six will stand. Staff to prepare election materials in time for annual meeting. Appointments to finish two other one-year terms soon to be vacated will be made by the new post-election board.</p>
Adjourn	<i>8:08 pm</i>	