



MEETING NOTES

Subject: Regular KDNK Board Meeting 3/19/18
Location: KDNK classroom
5:36 pm

Present: Dustin, April, Ashley, Jero, Andi, Amy, Rick, Scott (telephone), Chris (a bit late)

Check In: Committee Mandates are needed prior to next meeting. Need from Events (Rick), Grants (Amy), Finance (Jero), and Board Developments (Dustin).

Minutes February: Move to approve: Amy. Ashley seconded. Approval was unanimous.

Public Input: None present

GM/Staff Reports:

FINANCES

Spring Membership Drive kicked off March 14th and runs until we reach our \$70,000 goal. As of March 12th, we have raised over \$13,000 from early birds and business challenge grants! Day 6, today, \$27,600, which is great, and we have a long way to go. March 31 is the Thank You Party. Hoping to complete the drive by March 30th. Great BCGs and Biz memberships are rolling in. To date we have 44 new members, which will exceed the goal of 50 new members for this drive. Phone bank tomorrow night, and Board members to call their "prospects" at the end of this meeting. Tomorrow will be calls to the "Due to Renew" list. Next Monday and Tuesday's calls to "lapsed" members.

Work is still underway to align Quickbooks with the FY18 budget. Thanks to Jero and Bob Z.

KDNK received our first CPB check of the year and Gavin completed the required SAS Survey so we should receive our next check soon. We were low on cash prior to receiving the latest grant, but we're now up to speed on the process and will be on top of the deadlines.

We have located a new car donation service, "CARS," and are getting them set-up with the station. We'll wrap up with Vehicles for Charity because of two potential car donations that essentially fell through.

AZYEP/KDNK's First Friday Kids Movie Nights made a few hundred dollars for each organization but we are considering going on summer hiatus. The time-slot, 5:30-8pm, will be

daylight and we anticipate that attendance would be low. May First Friday is 4th Street Plaza Kids Stage, which we're involved with, and Sept First Friday is Labor Day weekend. Our commercial production and space rentals should offset this income projection in the budget.

CARE rented the classroom for a Paint Your Pet night. It was already at full capacity so we didn't publicize the event. Commercial studio rentals are ongoing. Recent clients include CBC Radio, Pitkin County, and producers of a new radio feature The Poets Register.

TECH

Louie installed the new computer for the membership desk and setup the volunteer computer workstation in the membership office.

The FCC called. Never good. But in this case, they asked for more documentation of our board changes in order to approve the Form 316 Gavin submitted back in January because our Board turnover was more than 50%. The form was submitted on time in January, but the information they wanted was to be backdated. We are now in good standing.

PROGRAMMING

KDNK hosted a Carbondale Candidate Forum on Monday March 5th at Third Street Center, collaborating with The Sopris Sun and the Chamber of Commerce on questions and promotion. More than 50 people attended. The live broadcast sounded great thanks to Raleigh who mixed on site and Luke who operated the board in the studio.

KDNK and AZYEP live broadcast from Glenwood Middle School on March 1st, with AZYEP youth interviewed live, and Mountain Maes running the board in the studio. It was so fun!

Thanks to Jenell and Bill Hilderbrand, Carolyn Cipperly, Ken Jones and Paramroop Khalsa for volunteering to process more of the amazing music donation from the late Dalton O'Connor.

More DJs are coming and going and there have been disciplinary actions, but nothing major.

Upcoming Calendar: Thank You Party ("Shindig") March 31 5-7pm; Sat 4/14 Ladies Arm Wrestling @Phat Thai; 4/15 35th Birthday Bash 4-9pm @3rd Street Center! The bday party will include 90 minutes of feel good music, up to 1 hr oral history of the station (with invites to past GM's, staff, members, DJs, etc). The wonderful ska band The Dendrites around 6:30pm. 4/28 will be the Board Retreat around 10am - 4pm. May 12th is Dandelion Day, 20th Anniversary, KDNK is "going big" with our involvement. 8/10 is the date for Hootenanny. Labor of Love will be in Nov or early Dec and may be combined with the Cup Auction. Some discussion ensued on the merits of combining the events and on changing the space of the event from The Smithy. The events committee will continue this discussion.

Treasurer Report: Board Members have Balance Sheets and the Profit and Loss Statement. The accounts receivable issue is outstanding (and sadly has been an issue for years, which

needs to be corrected, perhaps zeroed out, in the books). Greg pointed out that the way it is done is not helpful. A 30, 60, 90 day AR report can/will be a useful tool in the future. Account names are improving to reflect the categories in the 2018 budget. Andi - Mortgage looks different as represented (Jero to review). \$4K in checking at the date that the Profit and Loss Statement was produced due to the pending CPB check! Jero to work with Bob Z. to complete a monthly budget to help Gavin meet cash flow needs in the future. Engineering fees ahead of schedule based on new work by Louie ("the Computer Guy") in January and February, which is being paid for by grant money for the expenses in 2018 came in in late 2017. Jero and Bob Z to address how Capital Asset appears on the mortgage loan. Jero to work toward adding a "last year this month" column in the future.

Committee Posts/Board Assignments/Reports:

Events: Committee met last month. Dustin has a contact, Joe Buckle, that he can speak to about a wine connection for upcoming events. John Maxwell is also known to Andi and Rick as a potential connection for in-kind trade or low cost. Andi thinks that the showdown of the strongest ladies @Ladies Arm Wrestling this year is exciting, but wonders if the event should cover and/or move to Aspen/Paonia. We still make good money and the turn out is good @Phat Thai. Gavin - perhaps there can be a throw down option and a more open to all option since there are 2 throughout the year. In the past the event has had 200 people. Gavin raised a point that he and Rick are helping to spearhead the event and we do not want it to appear as a male-dominated, potentially exploitative event. Committee to explore changing the venue and/or piggy-backing Ladies Arm Wrestling at another events.

Grants: Things are currently moving along on target or ahead of deadline!

Bylaws: Ashley and committee met today at 5pm. She will bring a rough draft of revised Bylaws before the May meeting for Board members to consider. If the Board approves the changes, current KDNK members will vote on changes before the 2018 Annual meeting. Main issue include: who gets to vote and fairness. The current documentation says one member, one vote, and no pet vote; providing multiple votes to each family member for family memberships; whether an individual and a business member both get a vote. Andi - there may be a lengthy discussion our the future regarding all this, but let's wait for the committee's draft. Gavin - A \$60 member should have an equal vote as a \$5,000 member for individual membership. Greg - in favor of a member name and a level. Chris - people gravitate toward the categories (family, etc.) rather than levels. Are words confusing the conversation? Andi - perhaps those that are passionate about this discussion can be kept in the loop as the discussion unfolds.

Board Retreat: Will be held April 28th. No date met everyone's needs.

HR Committee to meet with Gavin about his review. If Board members want to see the results, please request to see it. The document will not be made public.

Digital: Network storage setup is in progress. Remote login will be accessible for DJs in good standing by summer!

New Business:

Andi - Membership levels were confusing to me at first too. What we are looking at IS the streamlined version. Chris - confused about the two drives and also end of year gift push. There's also confusion about when the membership renews are "due" if they give during each drive, i.e., are you due a year from their latest gift vs. a year from your membership gift. Gavin - we get a 50% open rate for emails. We're trusted by our members and want to protect people by knowing that we have things in order and we're not "grabbing their money." For example, to current members we're talking up the membership thank you party not in order to pre-maturely solicit an additional gift, but to show gratitude.

Chris "annual fund" is confusing - Is this an above and beyond gift or essentially a membership drive? Gavin - we don't ask these donors to renew until December. Jero - The annual fund is standard for non-profits. Gavin - For this drive btw, April is a great fundraising "pitcher." Marty will come in on Friday and ask for support as well. We may see that the tax deductions are less meaningful to donors/members in 2018 due to the new tax structure. Gavin - weekends are historically slow for us, yet for KGNU Saturday is a big day. Staff support isn't usually at the station during our weekend. Great news is that Rifle, New Castle and Silt members joined us for successful Rifle event this weekend. Greg - Subculture is a new Business Member in Rifle.

The Big picture regarding membership: a significant amount of people are confused. Andi - I wrote the year end letter and I didn't know it was equivalent of a membership. Chris - maybe we need - This is how membership works" - on the website. Gavin - we might be able to create a specific date of renewal for each member when we upgrade to a new membership database, but right now there are discrepancies. Lets balance doing things better with doing what people expect.

Greg - Put on the radar, perhaps Board and Staff might partake in strategic visioning. Perhaps adding to the agenda: who we are and what we want to be: a programming vision for 5 years from now. Who is our future listenership/members geographically? Right now, it's Carbondale. I would love to see it as the whole Roaring Fork Valley. Andi - last year we had a visioning retreat. We didn't have staff and Board commitment to drafting and writing a formal Strategic Plan document. This year, ½ day the day will likely be how to be a good Board Member, and ½ will be how do we and Staff as individuals work together. There is a 2014 Strategic Plan document that is excellently formatted but was never ratified. Greg - if not in April, let's put it on the radar for future visioning. Maybe we want to be the exact same? ;) Andi - The retreat did have some clear conclusions: to work on Banding/Marketing and develop a strategy to get beyond the bubble (of primarily having Carbondale listeners). The e-newsletters and social media have helped. We're also working on additional surveying of our listenership because we determined that we needed some data. Greg - as passionate as we all are about this, it's

reasonable to strive to excellence. Gavin - Media production is an area for us to grow. We have the potential to add a Media Production person. Business-centered thinking is not a bad idea, even for a grassroots ngo like us. Greg - how can we spread our vision and our mission in order to expose more people? Jero - our line is the roaring fork valley "and beyond!" April - we just need to be out in the public, talking up KDNK, getting people to know that we're here. The parade, Fat Friday, was fun and was rejuvenating and got us out there. Senior housing facilities would like us to do music for BBQ events, for example.

Andi - seems that we went from a conversation about doing Strategic Planning to Strategic Planning. Chris - we need to include that conversation at the Retreat. Greg - can we do it later in the year and include staff. Gavin - members need to be invited in a strategic planning process as well.

Adjourn: 7:10pm