

## **MINUTES OF THE KGNU BOARD OF DIRECTORS MEETING**

**Monday, May 14, 2012**

**4700 Walnut St. Boulder, CO 80301**

### **Board Members Present:**

Barry Gilbert, Chair  
Meredith Carson, Vice Chair by phone  
Basit Mustafa, Treasurer  
Sam Fuqua, Ex-Officio, non-voting  
Ken Fricklas  
Steve Strenge  
Robin Van Norman

### **Board Members Absent:**

Chris O'Riley, Secretary  
Lu Contreras

### **Guests:**

Mike Kruger  
Arleigh  
Leslie Lomas

### **6:12 pm-Meeting called to order by Barry Gilbert**

Minutes of the April, 2012 meeting approved.

**PUBLIC COMMENT:** Mike Kruger mentioned that he was here for the summer, has volunteered in the past with Shelly Schlender and is interested in volunteering again.

### **STATION MANAGERS REPORT: Sam Fuqua**

#### **Membership Drives**

Our 2012 Spring Drive tally is in the mid-\$ 170's...still quite a way from our \$200,000 goal. We have done the post-drive mailing to non-renewals, the monthly AFT rolls for April and May, reminder calls from board members and a lot of on-air soft pitching. Continued on-air reminders and the June AFT rolls should put us in the \$ 180's. We will cease the on-air reminders in mid-May.

Our Summer 2012 drive begins on Monday, June 25<sup>th</sup>. It will be longer than usual—almost seven days—in an effort to make up some of the short fall from spring. For the first time, we will send a mailing to summer members (and lapsed members) encouraging early renewal. In addition, Grant Farms is on board for the food bank partnership—every pledge during the summer drive will result in a donation of fresh, Colorado organic produce to a local food bank.

## **Underwriting**

Our second underwriting sales rep, Kenneth Flowe, is off to a good start. He's sold several small contracts since his hire a month ago. Wally renewed Grant Farms (albeit at a much smaller amount than the past two years). Basit & Sam are meeting with both of them later this week to plan a more coordinated sales strategy.

## **Phones**

We have successfully transitioned to a new telephone system at the Boulder studio. We have more lines, a better voice mail system, and newer phones. Thanks to longtime KGNU volunteer (and phone guy) David McIntosh and to Evan for overseeing this transition. The system has not been tested during a pledge drive—we plan to do that in June prior to the summer drive.

## **Summer Events**

Our annual Plant Sale is this Saturday, May 19, at the Boulder studio. Also included this year: Greg O'Brien's book collection. Shawna still needs helpers! Also, please talk to Shawna about helping with any of our big summer outreach efforts, including PrideFest, People's Fair and Boulder Creek Fest.

## **BUDGET COMMITTEE REPORT: Basit Mustafa**

## **EVENTS COMMITTEE REPORT: Meredith Carson**

Once again, a month has gone by and there has not had a meeting of the events committee. At this point, the committee is down to about four interested people. Meredith is still trying to find a good meeting time for everyone.

### **Recap of Beautiful Radiant Things:**

Boulder Revenues	1,937.00
Denver Revenues	1,300.00
Gross Revenues	3,237.00
Gross Expenses	-981.55
Net Revenues	2,255.45

We split the net with Marty's theater group, so we made \$1128. The play was VERY well-received!!

### **Upcoming KGNU Events:**

Saturday, May 19, 10 am to 3 pm – KGNU's Annual Birthday Celebration and Plant Sale. Shawna is looking for people to help set up the plant sale on Saturday, May 19th, 7:30 am - 10am, and to break down the sale, 3-4:30 pm on Saturday. She also could use a few more people to help us identify, tag, pot and organize the plants, particularly on Friday, May 18th. You can come anytime after 10am; sounds like a lot of the plants will be arriving last-minute.

The Charles Sawtelle KGNU Mountain Jam in the side yard of the Gold Hill Inn on Sunday, July 22 from noon to 5 pm. There are many, many volunteer opportunities for this cool event – most important are cleanup at the end of the day and setup in the morning. It's a major fundraiser for KGNU and a wonderful party, to boot. Hope you'll be able to help and/or attend.

**Outreach Opportunities:**

May--Boulder Creek Festival, Denver Five Points Jazz Festival and Art on the Fax in Aurora

June--People's Fair 6/2-3, Greeley Blues 6/9, Old South Pearl street Brewgrass Fest 6/9, Denver Pride Festival 6/16-17, Juneteenth Festival 6/16-17, then all hands on deck for the drive!

**DEVELOPMENT COMMITTEE REPORT: Robin Van Norman**

The committee had its first full meeting on April 25th with six in attendance. Discussion items included thank you calls, house parties, the schedule of Devcom meetings, and additional ideas such as research into grant funders and private family foundations.

Two dates have been scheduled for thank you calls by DevCom members - May 22nd and June 7th. If everyone commits, we should be able to complete the thank you calls to the new listener/members since the first of the year. An email will be sent to the Board with these dates. Please let Robin know if you can join us for one of these evenings.

The house party discussion included the idea of offering house parties the chance to invite an on air personality or staff member to attend. We can not promise this but can offer to ask any staff person or on air personality to attend. We discussed the idea of project based fundraising for the house parties. Shawna & Sam have discussed project based funding ideas and will report to the committee at our May meeting. Since our meeting, one committee member suggested the idea of linking house parties to programs by inviting fans of particular programs to a dinner with their "contemporaries". She suggested that those folks could meet each other and generate lively conversation and build the strength of that program. She suggested that it would be great if the host/dj of the program could also attend that party. We will be discussing this in our May meeting as well as delegating the tasks to begin organizing the parties for Sept. 14 or 15th.

DevCom will be meeting the last Weds. of each month at 6 Pm at the Boulder station.

**OTHER BUSINESS:**

Arleigh advised the Board of a discussion among the Bylaws Committee about board term limits language. The Board then discussed the subject.

**7:37 pm - Meeting adjourned**

## Station Manager Report

May 2011

### Membership Drives

Our Spring 2011 drive total is now at @\$180,000. Our on-air reminders will continue through the end of May. Our calls to lapsed members start Tuesday night, May 10. These efforts may get us to \$190K but it will be very difficult to reach our \$200,000 goal.

The Summer 2011 Mini-Drive begins Tuesday, July 5, and runs through midday Sunday, July 10. Our goal is \$20,000.

Looking ahead to the Fall 2011 drive, we need to secure as much challenge grant money as possible. We only had about 60% of the challenge grant money in the Spring 2011 drive as we did in Spring 2010. That is biggest reason for our membership shortfall this year.

### FM Project

After several discussions with both landowners at our FM transmitter site, we have a written agreement for the size and location of our emergency generator. The additional rent for the generator space will be \$1000 annually, split 50/50 between KGNU and the Boulder County Sheriff. The Lafayette City Council should approve our amended lease on May 17 and we expect to install the concrete pad for the generator later that week.

### Story Corps

KGNU has agreed to act as the host station for the Story Corps Mobile Booth from Oct 4-Nov. 5, 2011. Story Corps is an oral history project founded by the noted public radio producer David Isay. Their mobile booth (actually an Airstream trailer) sets up shop in a different city for a month, then moves on to another city. We are currently investigating possible high visibility locations for the booth in Denver and Boulder.

Story Corps' visit is a great outreach opportunity for the station: KGNU materials will be available at the booth the whole time it's in town; we will staff it with people as much as possible; mainstream media tends to like to cover Story Corps visits. The biggest logistical challenges for us will be finding the right location and finding a month of housing for the three mobile booth staffers. More here: <http://storycorps.org/>

### Federal Funding

Congress will begin debating the FY2012 budget this summer and CPB funding will again be targeted for elimination by some lawmakers. KGNU will soon begin airing another promo encouraging our listeners to engage with their members of congress on the issue and to join the 170 Million Americans campaign. The initial effort national effort resulted in 370,000

people signing up in support. The new goal is one million. Please continue to advocate on KGNU's behalf and encourage everyone you know to sign up at <http://www.170millionamericans.org/>

### Summer Events & Outreach

Don't forget about the Bluegrass Birthday Pancake Plant Arts & Crafts Celebration Sale Party at the Boulder studio on Saturday, May 21st. Please attend! And if you can help out, email [Shawna Shawna@kgnu.org](mailto:Shawna@kgnu.org)

The busy summer outreach season is once again upon us. Our two largest Denver outreach events are both in June:

People's Fair, Saturday and Sunday, June 4th & 5th

Pridefest, Sunday, June 19th

Email Dave Ashton ([dave@kgnu.org](mailto:dave@kgnu.org)) to sign up and help.

The Charles Sawtelle Gnu Mountain Jam is Sunday, July 24, at the Gold Hill. This is KGNU's annual signature event and a significant fundraiser.

Please try to make time for any or all of these events and tell your friends!

Sam Fuqua

## Events Committee Board Report

May 5, 2011

Meredith Carson

First, and most important, let's get right to the good news.

Noam Chomsky event at Macky Auditorium – April 22

The success of this event exceeded our wildest dreams. At a net of \$40,000 and counting, it was the single most successful fundraising event in KGNU's history. And David Barsamian is talking about bringing Noam back for KGNU's 35th birthday!! At this point, we have paid all our bills and received \$35,000+ from ticket sales. We are still anticipating approximately \$5,000 from the Denver event - Noam generously donated back his \$7000 honorarium, minus his travel expenses, but has yet to send us the check. We have also sold many of the CDs and DVDs from the event, which should add another thousand or two. We'll have a to-the-penny accounting at next month's board meeting. Thanks to David Barsamian, without whom this event would not have happened, period. And a huge thanks to Sam and Shawna, who worked for a couple of months on the details, and to Nikki and her crew for incredible outreach and volunteers. And to Dave Ashton, who lined up the audio/video team to record the event for posterity (and CD/DVD sales).

The events committee met on April 19, 2011. We discussed upcoming events, as follows:

The following events round out the 2011 calendar:

May 21            Bluegrass Breakfast, Plant Sale and Birthday Party at the Boulder station with live music from Magnolia Row. Shawna is heading up this event – has solicited food, plants and pancake chefs. We're still in need of set-up help on May 20, and day-of help with set-up and clean-up.

June \_\_\_            Event showing Leland Rucker's film, Sweet Lunacy, in Boulder, involving G Brown, Richie Furay, possibly a Caribou connection.

June 17 or 23

American Whiskey Tasting, Stranahan's in Denver, Date TBA

This one started out as an event proposal from Dutch Seyfarth, KGNU's one-time underwriting sales person. Dutch has structured a fundraising dinner with a private tour of the distillery for approx. 70 patrons, featuring celebrity waiters. He has since dropped out of the process. Sam and I met with the folks at Stranahan's and discussed the skeleton of the event. Sam has not had luck getting them to commit. This event will probably be whiskey tasting and heavy appetizers for about 70 people; price probably \$20/\$25, with donated whiskeys for

tasting and auction. Helen will head up the event, and we're looking at a pretty sophisticated silent auction to raise most of the proposed \$3000 net.

Those are the only two new ideas in addition to the proposed calendar I gave you

July 4            We talked about a possible barbecue at the Boulder station before the fireworks. This is in the idea stage at this point.

July 17 Charles Sawtelle Mountain Jam at Gold Hill Inn

September    Possible Gospel Brunch with KUVO at Dazzle – Sunday morning?

                    Possibly start monthly music series at LeftHand Brewery (Greg O'B) – do three or four months in a row

October        Fall pledge drive  
                    Maybe another secret show at IOOF

November     Possible start of an ongoing film series, working with CU International Film Series – monthly documentaries connecting with news/public affairs or music programming on KGNU. Greg O'Brien has a CU connection who might facilitate this. Looking for the perfect venue.

December     Possible simultaneous Denver Tequila Tastings, with silent auctions, early in the month – maybe the first weekend.

## **KGNU Nominating Committee Report** to the Board for May, 2011

Nominating Committee met on April 18, 2011, our normal third-Monday. The meeting was well attended. We covered two agenda items:

1. Continuing to develop our guidelines/standard operating procedures; and
2. Review and analysis of prospective board candidates.

Most of the meeting was devoted to review and revision of a draft document containing NomCom's history, membership, responsibilities, and operation. We'll continue this project for the next few months.

NomCom has one strong prospect for board applicant, and discussed that prospect and five others. We should be able to present an application to the board in the next couple of months.

We want to extend another invitation to board members to join our committee. Marge Taniwaki's term on the board will end soon, and she'll transition from board member of NomCom to volunteer member.

NomCom will meet again on May 16th, 6 p.m., at the Boulder station.

Respectfully submitted by Joy Barrett & Nile Southern,  
KGNU Nominating Committee Co-Chairs