

MINUTES OF THE KGNU BOARD OF DIRECTORS MEETING
Tuesday, January 11, 2011
4700 Walnut St. Boulder, CO 80301

Board Members Present:

Barry Gilbert
Judy Trompeter
Basit Mustafa
Chris O'Riley
Sam Fuqua
Marge Taniwaki
Meredith Carson
David Wilson
Ken Fricklas
Steve Strenge
Lu Contreras

Guests:

Dennis Creese
Dave Power
Shawna Sprowls
Guy Erickson

6:10pm - Meeting called to order by Barry Gilbert

Minutes of December 2010 meeting approved.
No public comment.

STATION MANAGERS REPORT: Sam Fuqua

Pledge Drives, End of Year Appeal

We reached our fall 2010 Membership Drive goal of \$200,000. Our end of year appeal brought in over \$26,000 and we received a \$5000 major gift in December.

Our 2011 Spring Membership Drive is set for March 9-19. Our goal is \$200,000.

FM Project

Our landlord at the FM transmitter site has asked us to put our emergency generator in a different spot from the location they originally approved. We still expect to install the generator this month.

The owner of the Estes Park signal is considering a proposal to move it so that KGNU can increase FM power to the north and northwest.

Our FM signal processor has been programmed to broadcast in mono during news and public affairs programming and in stereo during music programming. A mono signal travels significantly further, allowing us to maximize our broadcast area.

All Station Retreat

Our All Station Retreat will be Saturday, January 29, 9:00 AM – 4:00 PM at the Boulder Outlook Hotel, 800 28th St. The full group session will be on how we talk about KGNU to people we meet. There will be breakouts on how using social media can increase listenership, how to structure a good news story, ideas for KGNU sponsored events, and an introduction to the new program log and playlist.

Membership Director Hiring

The membership director job posting ends on Monday, Jan.17. The hiring committee will score resumes and conduct candidate interviews by the last week of January. Second interviews with finalists will be conducted in early-mid February. We expect to have the new staffer in place prior to the March pledge drive.

MLK Marade

KGNU will march in the annual Martin Luther King, Jr. Day marade Monday, January 15.

TREASURERS REPORT: Basit Mustafa

Year to date we are 107% of our fiscal plan.

Controllable Expense such as professional fees, salaries, telephone bills, and cash reserves remain tight.

Income items such as underwriting, major gifts, grants, and special events are on-track or better.

KGNU remains in a strong asset position with investments to the FM signal infrastructure.

Our cash position remains strong, and our liabilities have been reduced.

KGNU has a credible roadmap to attainment of 100% of operational plan for FY2011.

We need to focus on the grant and underwriting pipeline, professional fee control, and gifting from our lenders.

We are looking into refinancing our mortgage and have an offer from BME credit union. We could refinance at a lower interest rate of 5.25% as opposed to our current rate of 7%. That would save us \$350/month. We would put the savings into a separate fund to hedge against future expenses. After 5 years the rate would change to 1% over prime and after 10 years we would need to refinance again. There would be \$4,000 in closing costs, which would be recouped in one year. There would be an additional \$3,000 in appraisal costs recouped after 9 months. There would be a balloon payment of \$210,000 after the 10 year term. The refinance would save us between \$40,000 and \$50,000 over the course of the loan.

EVENTS COMMITTEE REPORT: Meredith Carson

There have been no events recently. The next committee meeting is 2/3/11.

The Charles Mountain Jam in July will feature Tim O'Brien and an Open Road reunion.

EXECUTIVE SESSION:

Judy requested that the board meet in executive session to discuss a personnel issue.

Ken then moved & Lu seconded that the board go into executive session. The motion passed.

It was decided that the board formalize the annual station manager evaluation process and that the board faithfully conduct such annual evaluations. The Executive Committee will take the lead on this.

PRESENTATION:

Bob Drake of Talmey-Drake Surveys gave a presentation on the recently completed phone survey of KGNU listener members and local area voters concerning the Eat Your Radio project.

OTHER:

Steve asked Sam whether CPB funding is safe for FY 2011. Sam replied that it is safe for this year, but that people who are concerned about CPB funding should make their voices heard. The current effort is to encourage people to go to the 170 Million Americans for Public Broadcasting website and register their desire for continued CPB funding.

The URL is: <http://www.170millionamericans.org/>

8:26pm - Meeting adjourned

Station Manager Report

January 2011

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Our 2011 Spring Membership Drive is set for March 9-19. Our goal is \$200,000. Staff are beginning preparations.

FM Project

Generator: Our landlord at the FM transmitter site has asked us to put our emergency generator in a different spot from the location they originally approved. Our engineer is evaluating that location. We still expect to install the generator this month, weather permitting.

Estes Park signal: The owner of this signal is considering a proposal to move it so that KGNU can increase FM power to the north and northwest. We have asked him to respond by the end of the month.

Signal Processor: Our engineers have programmed our FM signal processor to broadcast in mono during news and public affairs programming and in stereo during music programming. A mono signal travels significantly further, allowing us to maximize our broadcast area.

All Station Retreat

We are confirmed for our annual All Station Retreat on Saturday, January 29, 9:00 AM – 4:00 PM at the Boulder Outlook Hotel, 800 28th St. A draft agenda is attached.

Membership Director Hiring

The membership director job posting ends next Monday, Jan.17. The hiring committee will score resumes next week and conduct candidate interviews the last week of the month. The plan is to do second interviews and meet finalists in early-mid February. We expect to have the new staffer in place prior to the March pledge drive.

MLK Parade

KGNU will once again march in the annual Martin Luther King, Jr. Day parade this Monday, January 15. We'll gather in City Park at 10:00 AM. Board members are encouraged to join us.

Sam Fuqua

KGNU ALL STATION RETREAT
Saturday, January 29, 2010
Boulder Outlook Hotel 800 28th St.

- 9:00-10:00 AM** Bagels & Coffee
Come early and chat with fellow KGNUer's
- 10:00-10:30** **Introductions and Retreat Overview**
- 10:30-Noon** **Telling KGNU's Story**
Each of us is an ambassador for our community radio station. Every person we meet is a potential new listener.
When you meet someone who doesn't know KGNU, what do you say? If you only have a short amount of time to introduce them to the station and convince them to listen, how do you do it?

We'll learn from each other how to be effective one-on-one in communicating our message about KGNU
- Noon-1:15 PM** **Lunch**
Bring your own or eat at the restaurant in the Outlook
- 1:15-2:30** **Break out sessions**

Using Social Media to Increase Listenership
Two KGNU programmers explain the simple social media techniques they used to attract record-breaking numbers of on-line listeners to their music programs. Shawna Sprowls & Joe Pezzillo

Events Brainstorm
Review KGNU's 2011 events calendar, brainstorm event ideas and discuss what makes a successful event. Helen Dohrman & staff

News Feature Production
Expand your field reporting skills, learn ways to use ambient sound in your reports and tips on structuring your story.
Joel Edelstein & Maeve Conran
- 2:30-3:00** **Break out sessions report back, followed by a short break**
- 3:00-4:00** **New Playlist/Program Log**
In 2011, all on-air programmers will use a new software program that combines a music playlist with a program log. It is full of new features that will make things easier for programmers and more convenient for listeners. KGNU Board and IT Committee Chair Barry Gilbert presents an introductory tour of the new program.