

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

**Monday, March 12, 2012**

**4700 Walnut, Boulder, CO**

### **Board Members Present:**

Barry Gilbert, Chair – via phone

Meredith Carson, Vice Chair

Basit Mustafa, Treasurer

Chris O'Riley, Secretary

Sam Fuqua, Ex-Officio, non-voting

Steve Strenge

### **Board Members Absent:**

Robin Van Norman

Lu Contreras

Ken Fricklas

### **Guests:**

Eric Helgeson

Joy Barrett

Shawna Sprowls

### **6:07pm - Meeting called to order by Meredith Carson**

February 2012 minutes approved.

**PUBLIC COMMENT:** None

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

#### **Membership Drive Update:**

We ended with about \$ 132,000. This is the lowest spring drive total since the Spring of 2008.

Several factors contributed to the lower total:

-We didn't have quite as much challenge money.

-We didn't have much bad weather

-We had some shows do better than last year, some not as well. PM news was way up last spring but fell back this year.

-We have yet to factor in the March SOLR rolls. They will be factored in this week. We also have significant funds expected from the April and May SOLR rolls.

The earlier start gives us some flexibility in scheduling and possibly lengthening the summer mini-drive. In the meantime, we will be doing on-air reminders, post-drive mailing to non-renewals, reminder calls, and some additional social media outreach to help make up the difference.

We have been relatively flat in our membership level over the last few years. There are slightly fewer new members as opposed to renewing members.

**CBA Awards:**

For the second year in a row, KGNU producers were recognized by the Colorado Broadcasters Association (CBA) at their annual Awards of Excellence dinner on March 10th. Co-News Director Maeve Conran won first prize in the public radio mini-documentary category for her series on irrigation ditches in Boulder County. How On Earth: The KGNU Science Show won second prize in the public radio news show category.

**BUDGET COMMITTEE REPORT: Basit Mustafa**

Profit & loss – We are still on track for a balanced budget for FY 2012.

**Income:**

We should make 94-96% of our plan.

There is a \$20,000 to \$25,000 gap to plan in underwriting due to the loss of one of our large underwriters.

Major gifts look to be slightly less than last year.

Memberships are slightly softer but our amortization schedule (of 34-35K per month) evens things out over the year, so there is no need to worry at this point.

**Expenses:**

Grant expenses – when we apply for grants it is either restricted (must be used for a specific program) or unrestricted (can go into our general fund). We book the entire amount as profit even though we may spend 80% of the grant for our time in order to produce the program.

We are now in mid process of paying a lot of bills, but it is amortized over the course of the year.

The City of Boulder has a seating tax to seat people at an event. Our Noam Chomsky event in April of 2011 may result in increased taxes of around \$2300.

**DEVELOPMENT COMMITTEE REPORT: Robin Van Norman/Meredith Carson**

Since Robin was absent, Meredith read her report.

Sam, Shawna, & Robin had the 2nd DevCom meeting a week ago Thursday.

There was a discussion about setting an evening each week for two weeks after the pledge drive for the Board and any others to make thank you calls to new members and challenge grant members. Dates for this post drive are March 21st & 28th.

Possible dates for house parties are Sept. 14th or 15th. Sam will survey the Board about these dates or possibly others.

The committee discussed three people who have expressed interest in being Development Committee members. They will be invited to the next DevCom meeting in early April.

There was a discussion about donor appreciation events and building relationships with possible new donor members.

One idea is to invite donors/listener members to the station to meet the staff and on air personalities. Sam suggested the idea of asking David Barsamian to come and give a talk and invite those who contribute during AM News and Alternative Radio. Another idea was to ask a local band to play at the station and inviting those who contribute during a music program.

**EVENTS COMMITTEE REPORT: Meredith Carson**

There will be two productions of Marty Durlin's play 'Beautiful Radiant Things' on April 28<sup>th</sup> at the Unity Church in Boulder and the 29<sup>th</sup> at the Cleo Parker Robinson dance space in Denver. We are looking for places for the actors can stay.

**OTHER BUSINESS:**

Our new phone system for the station is being installed the third week in March. It is with a new provider and benefits include faster internet speeds, individual voice mails for staff, and the ability to transfer between 449-4885 and 442-4242, all with no additional cost.

From now on, as a matter of privacy, we will not publish the names of potential committee or board members in the minutes.

**- 7:06pm Meeting adjourned**

## Station Manger Report

March 2012

### Membership Drive

We ended at about \$ 132,000. We have been ahead of that ending total in the last three spring drives. Spring 08 ended about the same as this one.

Several factors contributed to the lower total:

- we didn't have quite as much challenge money, but we were close
- we didn't have much bad weather
- we had some shows do better than last year, some not as well. PM news was way up last spring and fell back this year. We'll analyze this further during upcoming staff meetings.
- We have yet to factor in the March AFT rolls.

The AFT (or SOLR) members who did not call in during the drive will be factored in this week. We also have significant funds expected from the April and May AFT rolls.

The earlier start gives us some flexibility in scheduling the summer mini-drive. And we will consider lengthening that drive.

In the meantime, we will be doing on-air reminders, post-drive mailing to non-renewals, reminder calls and some additional social media outreach to help make up the difference.

### CBA Awards

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Sam Fuqua

**Development Committee Report.** March 12, 2012

Sam, Shawna & I had our 2nd DevCom meeting a week ago Thursday. We had a good, wide ranging discussion of next steps.

We discussed setting an evening each week for two weeks, after the pledge drive for the Board and any others to make thank you calls to new members and challenge grant members. I have sent an email to you all asking if you can join us the evenings of March 21st & 28th.

I will begin scheduling thank you calls on a regular basis including asking some volunteers to help.

We had a long discussion about house parties and after much discussion about the best date, came up with the possible dates of Sept. 14th or 15th. Sam said that he would survey the Board about these dates or possible others, at this month's meeting. since I won't be there.

We also discussed a couple of folks who have expressed interest in being DevCom Board members. They are Laurie Stephenson, Ron Nadel (who approached me at the BiAnnual meeting, saying that he was interested in joining and had done development work for Lockheed Martin) and possibly Bonnie Van Deursen, who I had talked to at the Retreat and encouraged to consider it. I plan to invite the three of them to our next DevCom meeting in early April.

We talked about donor appreciation events. We discussed ideas for events to invite donors/listener members to at the station. Sam suggested the idea of asking David Barsamian to come and give a talk and invite those who contribute during AM News and Alternative Radio. Another was to ask a local band to play at the station and inviting those who contribute during a music program. I also thought it might be nice to have an open house and invite listeners/ members to come and meet the staff and on air personalities.

We also discussed building relationships with possible new donor members including some folks that my friend, Rick, a Development Director has suggested may be interested in KGNU. I have sent Sam some information on one person in particular who Rick thought we should approach because of his love of music, progressive issues and philanthropy.

Robin