

MINUTES OF THE KGNU BOARD OF DIRECTORS MEETING

Monday, April 9, 2012

700 Kalamath, Denver, CO

Board Members Present:

Barry Gilbert, Chair

Meredith Carson, Vice-chair

Chris O'Riley, Secretary

Basit Mustafa, Treasurer

Sam Fuqua, Ex Officio, non-voting

Ken Fricklas

Lu Contreras

Robin Van Norman

Board Members Absent:

Steve Strenge

Guests:

John Schaefer

John Jackson

6:09pm - Meeting called to order by Barry Gilbert

March 2012 minutes approved.

PUBLIC COMMENT:

John Jackson expressed his gratitude that KGNU has expanded to include the worldwide community via the internet.

STATION MANAGERS REPORT: Sam Fuqua

Membership Drive

After a month of on-air reminders, the April SOLR rolls, and initial response to the non-renewal mailing, our Spring 2012 Drive total is near \$160,000. We will continue with the on-air reminders, reminder calls by the board, and an email campaign. The May SOLR rolls will bring in \$ 5-10,000. It is unlikely that all of this will get us to our goal of \$200,000. We have tentatively decided to lengthen the Summer 2012 mini-drive, set for the second week of July.

CPB Funding

The 2013 federal budget proposal approved by the US House of Representatives eliminates funding for the Corporation for Public Broadcasting (CPB). Public broadcasters are engaged in a coordinated national effort to raise awareness of this issue and encourage individuals to join the 170 Million Americans campaign. We'll feature this campaign as a Spotlight on our website as well as an on-air campaign later this year.

Additional Underwriting Sales Rep

We have hired Kenneth Flowe as a second person to sell underwriting for KGNU, in addition to Wally Wallace. Kenneth has been a news volunteer for about a year and has extensive sales experience. Initially Kenneth will focus on Boulder and Wally will focus on Denver. Other approaches to dividing the sales territory may also be implemented since Kenneth and Wally have different contacts in the community.

Book & Plant Sale

We mourn the passing of longtime KGNU volunteer Greg O'Brien. In a final act of generosity to KGNU, Greg asked that his book collection be sold by KGNU to benefit the station. We will incorporate this into our annual birthday plant sale on May 19th. We'll need lots of help moving and sorting the books, as well as help during the event. Please let Shawna know if you can participate.

We will now accept Medical Marijuana underwriting again as long as marijuana is not mentioned in the wording. The NFCB had advised that public stations not accept Medical Marijuana underwriting due to federal legal issues, but we feel that it should be ok in this context.

We took in \$6500 for FY11 underwriting, but it will be less than that this year due to the loss of one of our largest underwriters.

BUDGET COMMITTEE REPORT: Basit Mustafa

The 2012 budget should come close to a balanced budget. Membership income is amortized over 12 months, and should come in at 92-94% of plan. Underwriting is down, but with the addition of a second underwriting staff person, it should increase. The deficit of less membership and underwriting revenue should be made up through an increase in CPB funding.

The FY13 budget process will begin in May or early June. The most valuable place for any excess funds would be to pay down our mortgage.

EVENTS COMMITTEE REPORT: Meredith Carson

There are several upcoming events.

Marty Durlin's play, Beautiful Radiant Things, will be performed on April 28th at 7pm at the Unity church in Boulder, and April 29th at 3pm at the Cleo Parker Robinson dance theater in Denver. We are still looking for housing for many of the actors for Sat. night the 28th.

The annual Plant & Book sale and Birthday party is tentatively scheduled for May 19th. The craft fair and the pancake breakfast will probably be discontinued this year as they netted us little income last year. We are looking for donations of plants to the sale.

The Charles Mountain Jam is scheduled for Sunday July 22nd. We are in the process of lining up performers.

The Events Committee is currently looking for new members.

Barry suggested that we periodically send out an email listing our committees, what they do, and requesting new members if needed.

DEVELOPMENT COMMITTEE REPORT: Robin Van Norman

Board Members and Shawna called and thanked 233 donors over two nights in March. These included challenge grant donors who had given \$250 or more, as well as donors who had given \$150 or more.

There are 439 total remaining donors who have given \$130 or more since 9/1/11 who have not been called.

We would also like to call all new members. There are a total of 489 new members who have given between \$30 and \$150 since 9/1/11. 192 of those have given money since the start of 2012. Shawna & Nikki are doing a great job of using the database to keep track of all those who have been called far.

Shawna, Sam, and Robin have scheduled the first full DevCom committee meeting for April 25th. There are three listener/volunteers who have confirmed that they will be attending. Upcoming house parties will be discussed at the meeting.

There was a discussion by the board that we should call members who have donated \$250 & over, as well as all new members since January of 2012.

Large ongoing donors will not be called every year during our thank-you calls.

EXECUTIVE SESSION: Barry Gilbert, Sam Fuqua

7:30pm - The board went into executive session until 8:14pm.

8:15pm - Meeting adjourned

Station Manager Report

April 2012

Membership Drive

After a month of on-air reminders, the April SOLR rolls and initial response to the non-renewal mailing, our Spring 2012 Drive total is near \$160,000. We will continue with the on-air reminders, there will be additional response to the mailing, the board will do reminder calls, we'll do an extra email campaign and the May SOLR rolls will bring in \$ 5-10,000. But it is unlikely that all of this will get us to our goal of \$200,000. We have tentatively decided to lengthen the Summer 2012 mini-drive, set for the second week of July.

CPB Funding

The 2013 federal budget proposal approved by the US House of Representatives eliminates funding for the Corporation for Public Broadcasting (CPB). Like last year, public broadcasters are engaged in a coordinated national effort to raise awareness of this issue and encourage individuals to join the 170 Million Americans campaign.

We'll be featuring a Spotlight on our website and, later this year, an on-air campaign.

Additional Underwriting Sales Rep

We have hired a second person to sell underwriting for KGNU. Kenneth Flowe has been a news volunteer for about a year. He has extensive sales experience. Kenneth and Wally Wallace—who has been selling underwriting for us since 2010—will initially divide up the sales territory geographically. Wally will focus on the Denver area and Kenneth will focus on Boulder. Other approaches to dividing the sales territory may also be implemented as Kenneth and Wally work together.

Book & Plant Sale

We mourn the passing of longtime KGNU volunteer Greg O'Brien. In a final act of generosity to KGNU, Greg asked that his book collection be sold by KGNU to benefit the station. We will incorporate this into our annual birthday plant sale on May 19th. We'll need lots of help moving and sorting the books and help during the event. Please let Shawna know if you can participate.

Sam Fuqua

Development Committee Report
4/9/12

Board Members and Shawna called and thanked 233 donors over two nights in March. We started calling challenge grant donors who had given \$250. or more and then moved to those who had given \$150. or more.

There are 380 total remaining donors who have given \$120 and above since 9/1/11 who have not been called, 59 more who gave \$130. or more.

We would like to call all new members. There are a total of 489 new members who have given between \$30. and \$150. since 9/1/11. If we want to start with those that have given in 2012, we have 192 new members. Shawna & Nikki are doing a great job of using the database to keep track of all those who have been called so that I can plan a regular schedule of thank you calls. I would like to discuss this with the Board, including who we should call, moving forward.

Shawna, Sam and I have our first full DevCom committee meeting scheduled on April 25th with three listener/volunteers who have confirmed that they will be attending. We will be discussing upcoming house parties at that meeting.

Robin Van Norman