

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

**Tuesday, May, 10, 2011**

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

### **Board Members Present:**

Barry Gilbert  
Basit Mustafa  
Sam Fuqua  
Marge Taniwaki  
Ken Fricklas  
Steve Streng  
Lu Contreras  
David Wilson

### **Board Members Absent:**

Chris O'Riley  
Judy Trompeter  
Meredith Carson

### **Meeting called to order by Barry Gilbert**

Minutes of the April 2011 meeting approved.

### **NO PUBLIC COMMENT**

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

#### **Membership Drives**

We're going to need a mini-drive to make up the 10K difference between our goal and the spring fund drive goals. The drive will begin on July 5<sup>th</sup> and run through midday on July 10<sup>th</sup>.

Looking ahead to the Fall 2011 drive, we need to secure as much challenge grant money as possible as we only had about 60% of the challenge grant money in the Spring 2011 drive as we did in Spring 2010.

Lu asked how the challenge grants are made and used, and Sam explained that we usually base these on the most-listened-to shows.

#### **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.

Concerning the owner of the Estes Park station allowing us to increase our signal strength, there's been an engineering study that shows we'd have a modest gain if they changed their antenna pattern. But other than that there has been no significant progress.

### **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.

### **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.

### **Summer Events & Outreach**

- Bluegrass Birthday Pancake Plant Arts & Crafts Celebration Sale Party at the Boulder studio on Saturday, May 21<sup>st</sup>.
- People's Fair, Saturday and Sunday, June 4<sup>th</sup> & 5<sup>th</sup>
- Pridefest, Sunday, June 19<sup>th</sup>
- The Charles Sawtelle Gnu Mountain Jam is Sunday, July 24, at the Gold Hill Inn.

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

No report at this time because Mike was unavailable. A report will be provided after tomorrow's Budget Committee meeting. We will not be pursuing a new mortgage, but instead will be refinancing our current mortgage.

### **EVENTS COMMITTEE REPORT:**

We netted approx. \$40K from the Noam Chomsky event. Over 300 people were watching the netcast. CD and DVD production is nearly complete.

### **MONTHLY GIVING PLAN:**

Judy's suggestion for a monthly giving plan "club" was discussed. Ideas were to offer gifts such as shirts or canvas bag to members, and to use the monthly giving as a wedge to get users to increase their membership level.

### **STRATEGIC PLANNING COMMITTEE REPORT: Barry Gilbert**

Suggestion is to have Basit chair the committee, have it create a new mission statement, and then develop a new plan. There was a discussion as to what the scope and duration of the committee should be. Suggestions were to look at the successes and failures of past strategic committees, as well as the previous processes that the committees took. The process should take into account the significant changes in the environment surrounding KGNU today.

The plan should include specific metrics and goals as opposed to being a general mission statement, and should include specific guidelines for reporting, accountability, and quarterly goals. There should be an emphasis on recruitment and retention of volunteers who want to participate in developing the plan. It was agreed to begin looking at potential committee members and to try and have the committee in place by December.

Barry made a motion to formally form the Strategic Planning Committee with Basit as the chair and request a mission statement and a plan for deliverables by the July meeting. Basit seconded and the motion carried.

### **OTHER BUSINESS:**

Steve asked about the recent series of short outages from Xcel energy. Sam said the UPS batteries were replaced at the FM transmitter and we should be good in the future.

Lu said she's been talking with Dave about the peoples fair and that we may be able to do a live broadcast from there.

**7:34 PM - Meeting adjourned.**

**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 21<sup>st</sup>. 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 4<sup>th</sup> & 5<sup>th</sup>

Pridefest, Sunday, June 19<sup>th</sup>

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

## **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 16<sup>th</sup>, 6 p.m., at the Boulder station.

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

**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 KUVU 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.

## **Info Tech Committee Report**

The Info Tech committee has been focused almost exclusively on the new playlist project. So far, we have trained around 70 volunteers and hope to train an additional 20-30 in the next two weeks. We expect to go live the week of May 16th.

Barry Gilbert  
IT Committee chair