

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

**Monday, May 13, 2013**

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

### **Board Members Present:**

Barry Gilbert, Chair  
Meredith Carson, Vice Chair  
Sam Fuqua, Ex-Officio, non-voting  
Ken Fricklas  
Robin Van Norman  
Jon Walton

### **Board Members Absent:**

Chris O'Riley, Secretary  
Basit Mustafa, Treasurer

### **Guests:**

Joy Barrett  
Nile Sothern  
Bill Hogrewe  
Arleigh  
Yukari

### **6:03 pm-Meeting called to order by Barry Gilbert**

#### **PUBLIC COMMENT:**

Yukari brought up that she would like more dialog between the volunteers and the Events Committee. She would like the Board to empower and support initiatives surrounding events that come from volunteers. Sam mentioned that small events don't make much money or have a large community-building aspect to them. This subject will be taken up by the Events committee at this Thursday's meeting.

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

##### **Membership Drives**

Our current tally is in the mid \$170,000 range, still short of our \$200,000 goal. We have done the post-drive mailing to non-renewals, the monthly SOLR rolls for April and May, and a lot of on-air soft pitching. Reminder calls from board, the June SOLR rolls, and an email appeal should put us over \$180,000.

We will cease the on-air reminders by Memorial Day, so we can have six weeks of relative quiet before launching our Summer 2013 drive from Wednesday, July 10th through midday Sunday, July 14th. The goal will be between \$25,000 and \$30,000, pending further staff discussion and outcome of the spring drive mop-up.

### **35th Anniversary Events Update**

We sold out Noam Chomsky's May 7th talk in Denver (close to 900 seats). We are projecting a net of \$18 to \$20,000. Thanks to Shawna for organizing it and to all the volunteers who helped make it happen. Special thanks to David Barsamian—his long friendship with Noam Chomsky is a primary reason this event occurred.

Our live broadcast of Blues Legacy from Café Sole last Friday was also a success. We made about \$1000 from sponsorships thanks to local businesses in the same shopping center and the efforts of Boulder underwriting sales rep Kenneth Flowe.

### **Still to come:**

Our 35th anniversary Open House at the Boulder studios on our birthday: Wednesday, May 22nd, from 9:30 am to 6:30 pm. Marty Durlin and John Stark will join us on-air for our birthday celebration.

### **CPB Changes**

The Corporation for Public Broadcasting (CPB) has changed the requirements for public radio stations receiving their annual Community Service Grant (CSG)—the primary grant given to hundreds of stations, including KGNU. They have raised the bar on both of the qualifying standards—audience size and local fundraising. KGNU has not been able to meet the audience standard but we have consistently met the local fundraising standard. Stations are required to meet at least one of the two standards.

Sam's preliminary analysis of the new requirements indicates that KGNU will still meet the new, higher local fundraising standard based on our last several years of data.

### **NOMINATION OF JOY BARRETT TO THE BOARD: Nile Southern**

Joy Barrett was nominated for membership to the Board by the Nominating Committee. After a discussion, a vote was taken by the Board and Joy was elected for Board membership. Her term starts at the end of the meeting, with May 2016 being the last month of her first term.

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

The next Events Committee meeting will be May 16th.

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

The budget is in pretty good shape for 2013 because we planned for worst case scenarios and none of those came about. We had cut to the bone on expenses and we really can't cut any further. We should end FY 2013 at \$20,000 in the black.

Business underwriting has done very well. CPB funding is \$38,000 ahead of plan.

The FY 2014 draft budget will be presented at the June meeting. 2014's budget is going to be very tough because of lower CPB funding, as well as no big events such as Noam Chomsky. We

can no longer cut the budget on the expense side. We will need to manage the budget strategically going into future.

**OTHER BUSINESS:**

Yukari has heard a lot of complaints about underwriting and feels we need to increase membership substantially.

**EXECUTIVE SESSION-HIRING LOGISTICS: Barry Gilbert**

The Board went into executive session to discuss the Station Manager hiring process.

**8:00 pm - Meeting adjourned**

**Membership Drives**

This spring looks much like last year: Our current 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 SOLR rolls for April and May, and a lot of on-air soft pitching. Reminder calls from board, the June SOLR rolls and an email appeal should put us in the \$ 180's.

We will cease the on-air reminders by Memorial Day, so we can have six weeks of relative quiet before launching our Summer 2013 drive on Wednesday, July 10th. The drive will run through midday Sunday, July 14<sup>th</sup>. Goal will be at least \$25,000, possibly \$30,000, pending further staff discussion and outcome of spring drive mop-up.

**35<sup>th</sup> Anniversary Events Update**

We sold out Noam Chomsky's May 7<sup>th</sup> talk in Denver (close to 900 seats). We don't have complete expenses yet but are projecting a net of \$ 18-20,000. Thanks to Shawna for organizing it and to all the volunteers who helped make it happen. Special thanks to David Barsamian—his long friendship with Noam Chomsky is a primary reason this event occurred.

Our live broadcast of Blues Legacy from Café Sole last Friday was also a success. It was fun and easy—a good model for live remotes. We made about \$1000 from sponsorships thanks to local businesses in the same shopping center (Pharmaca, Southside Walnut Café and Table Mesa Hardware) and the efforts of Boulder underwriting sales rep Kenneth Flowe.

Still to come: our 35<sup>th</sup> anniversary Open House at the Boulder studios on our birthday: Wednesday, May 22<sup>nd</sup>, from 9:30 am to 6:30 pm. Stop by for cake and socializing.

**CPB Changes**

The Corporation for Public Broadcasting (CPB) has changed the requirements for public radio stations receiving their annual Community Service Grant (CSG)—the primary grant given to hundreds of stations, including KGNU. They have raised the bar on both of the qualifying standards—audience size and local fundraising. Like most smaller stations, KGNU has not been able to meet the audience standard but we have consistently met the local fundraising standard. Stations are required to meet at least one of the two standards.

My preliminary analysis of the new requirements indicates that KGNU will still meet the new, higher local fundraising standard based on our last several years of data. I will schedule a conversation with CPB to confirm this before I leave the manager job. Unfortunately, many of our smaller rural community stations will not meet the new standards.

Sam Fuqua

