

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

**Monday, July 9, 2012**

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

### **Board Members Present:**

Barry Gilbert, Chair

Meredith Carson, Vice Chair

Chris O'Riley, Secretary

Sam Fuqua, Ex-Officio, non-voting

Ken Fricklas

Steve Strenge

Robin Van Norman

Lu Contreras

### **Board Members Absent:**

Basit Mustafa, Treasurer

### **Guests:**

Shawna Sprowls

Jon Walton

Leslie Lomas

Dennis Creese

### **6:04 pm-Meeting called to order by Barry Gilbert**

Minutes of the June, 2012 meeting approved.

**PUBLIC COMMENT:** None

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

#### **Summer Drive**

Our 2012 Summer Membership Drive ended two days early when we exceeded our \$25,000 goal at the end of the Friday, June 29th, MSA. We increased the amount of challenge grants this time. After subtracting the increased challenge money, we netted @ \$4000 more than last summer.

We are tracking the impact of each summer drive on our major fall drives to see if there are some listeners who used to give in the fall but now giving in summer, thereby reducing the fall total. We have seen a small drop off in overall music pledges during fall drives since we began summer drives in 2008. The summer drives will continue for the near future.

Our Fall 2012 Membership Drive is schedule for October 10<sup>th</sup>-20<sup>th</sup>. We're looking for some high end premiums to encourage early pledges.

### **Policies**

We have updated our policies on obscenity/indecency, non-commercialism, and election season do's & dont's. The guidelines are FCC based, which is why we are doing this. The policy will be distributed to all on-air programmers and included in future training materials.

The non-commercialism policy will be tightened. Specifically, after airing underwriting announcements, DJs should not go on the air and encourage listeners to patronize the underwriters.

### **Staff Reviews**

We have started our annual process of staff reviews. As part of the process, a survey is sent to staff, board and select volunteers to gather feedback on each staff member and share it as part of their review.

### **Award**

Public Radio News Directors, Inc. (PRNDI) awarded Maeve and KGNU second place in the Documentary category in our division for "Fire on the Mountain: How Gold Hill was Saved". Congratulations, Maeve!

### **Charles Sawtelle Gnu Mountain Jam**

We still need volunteers for this annual event Sunday, July 22, at the Gold Hill Inn.

Contact Shawna if you can help. This is our signature event and consistently is the station's most successful regularly scheduled fundraising event.

### **BUDGET COMMITTEE REPORT: Sam Fuqua**

The committee has not met since before the last board meeting. The draft budget for 2013 will be presented to the board in August. Final approval of the budget will be in Sept. We may make an adjustment in membership numbers as we have been setting it about 10% over what it has been for the last few years. If we reduce it we will have to come up with a cut somewhere else.

These are no major changes in expenses. There are currently no big underwriting contracts, but lots of smaller contracts.

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

Next meeting is Thursday, July 19<sup>th</sup> at the Boulder studio 6pm. Agenda items are a signature concert for our 35<sup>th</sup> birthday next year, and to supply Shawna more backup for events.

There is a possibility of a Reggae on the Rocks live broadcast in August.

### **DEVELOPMENT COMMITTEE REPORT: Robin Van Norman**

**Status of House Party Solicitation & Next Steps:** Shawna has received 2 Yes's, 3 Maybe's, and 5 No's. She will check back with those she has not heard from and then forward any who are interested to other members of DevCom to follow up with. Shawna will send the old house party packet to DevCom to revamp it for this year. Ron said that the Classic Monday folks are all interested in hosting a house party at the station.

**Thank you calls:** We have scheduled the following two evenings in July for thank you calls at the Boulder station at 6 Pm. Weds., July 11 and Weds., July 18th. Please let Robin know if you can make calls one of these two evenings.

**Grant/Family Foundation Research:** Sam wrote a few grants and received one from the Brett family foundation for \$5000.00. KGNU also received a \$4000.00 bequest from a longtime member. Sam also sent a grant request to the State Arts Council to fund the Scratch Academy. The committee is open to doing future grant research.

Ron discussed Mahler Fest and how they offer sponsorships of lecturers, piano tuning, etc. We then discussed offering sponsorships of KGNU and putting their names on the website or in the newsletter or possibly reading their name on the air. It was suggested that we use the newsletter to highlight both sponsors and volunteers.

Democracy Now lists the Bohemian Foundation second in their list of sponsors at the end of their televised program. We discussed talking to Amy Goodman about her next trip to Boulder and the possibility of an event where she could meet with Pat Stryker and the staff of Bohemian Foundation.

**Upcoming DevCom Events:** DevCom will help with KGNU's 35th anniversary concert in the spring of 2013. DevCom will help solicit business sponsorships who will get their names/logos on posters that are printed for the event. Shawna suggested doing a silent auction at this event.

**Other Business:** Shawna & Sam were asked to think about things that Shawna is doing now that could be taken on by DevCom members to free her up for Development work that is difficult for Devcom members to do.

There was a short discussion about using email instead of paper mailings to contact KGNU members about renewals to save the cost of the mailing and time to do it.

Discussion of a donor appreciation event was postponed for a future meeting.

DevCom's next meeting is scheduled for Weds., July 25th at 6 Pm at the Boulder studio.

**PRESENTATION : Dennis Creese**

Dennis gave a presentation about the Labor Exchange show and his fundraising efforts on behalf of KGNU.

**OTHER BUSINESS:** None

**7:58 pm - Meeting adjourned**

## Station Manager Report

July 2012

### Summer Drive

Our 2012 Summer Membership Drive ended two days early when we exceeded our \$25,000 goal at the end of the Friday, June 29th, MSA. We have always said we'll stop when we hit our goal but it doesn't happen very often. We increased the amount of challenge grants this time and it helped. After subtracting the increased challenge money, we netted @ \$4000 more than last summer.

We are tracking the impact of each summer drive on our major fall drives: are some listeners who used to give in the fall now giving in summer, thereby reducing the fall total? It's hard to know if the summer drive is the only factor but we have seen a small drop off in overall music pledges during fall drives since we began summer drives in 2008.

Our Fall 2012 Membership Drive is schedule for October 10th-20th.

### Policies

We have updated our policies on obscenity/indecency, noncommercialism and election season do's & dont's. These will be distributed to all on-air programmers and included in future training materials.

### Staff Reviews

We have started our annual process of staff reviews. As part of the process, a survey is sent to staff, board and select volunteers to gather feedback on each staff member and share it as part of their review.

### Award

Public Radio News Directors, Inc. (PRNDI) awarded Maeve and KGNU second place in the Documentary category in our division for "Fire on the Mountain: How Gold Hill was Saved". PRNDI's awards are a pretty big deal within the public radio news world. Congratulations, Maeve!

### Chas. Sawtelle Gnu Mountain Jam

We still need volunteers for this annual event Sunday, July 22, at the Gold Hill Inn. Contact Shawna if you can help. This is our signature event and consistently the station's most successful regularly scheduled fundraising event.

Sam Fuqua

## **DevCom Report – July 9, 2012**

Status of House Party Solicitation & Next Steps: Shawna has received 1 Yes, 3 Maybe's and 5 No's. Nikki & Maeve are a maybe, Ron is a Maybe and Robin is a Maybe if she can join someone else to invite folks to her house. Shawna will check back with those she has not heard from and then forward any who are interested to other members of DevCom to follow up with. We will also do outreach for the House Parties on the air and the website after July 1st when the pledge drive is over. Shawna will send the old house party packet to DevCom so that we can revamp it for this year. Ron said that the Classical Night folks are all interested in hosting a house party at the station.

Thank you calls: We have scheduled the following two evenings in July for thank you calls at the Boulder station at 6 Pm. Weds., July 11 and Weds., July 18th. Everyone agreed that Wednesdays work well for them. Please let Robin know if you can make calls one of these two evenings.

Grant/Family Foundation Research: Sam wrote a few grants and received one from a family foundation for \$5000.00 (more than he asked for!). KGNU also received a \$4000.00 bequest from a great, longtime member. Sam also sent a grant request to the State Arts Council to fund the Scratch Academy. He said that this might be tough to get this year. No grant research has been done by committee members. Sam and Shawna were asked to let us know of any grant research that committee members could do for them.

Ron discussed Mahler Fest and how they offer sponsorships of lecturers, piano tuning, etc. They figure out the associate costs of each item and do mailings to solicit donations. We then discussed offering sponsorships of KGNU and putting their names on the website or in the newsletter or possibly reading their name on the air. It was suggested that we use the newsletter to highlight both sponsors and volunteers.

Democracy Now lists the Bohemian Foundation second in their list of sponsors at the end of their televised program. Sam was asked about Amy's support for KGNU and if he felt he could ask her for an introduction or meeting with she and folks from the Bohemian Foundation. We discussed perhaps talking to Amy about her next trip here and the possibility of an event we or she could invite Pat Stryker and the staff of Bohemian Foundation too. Etown's E award is also sponsored by Bohemian Foundation, so the Bohemian Foundation is supporting two programs that are broadcast by KGNU!!

Upcoming DevCom Events: DevCom will help with KGNU's 35th anniversary concert. KGNU's birthday is May 22nd, so the event will be sometime in the spring of 2013. Sam and Shawna are working on the lineup and venue. Once that is in place, DevCom will help solicit business sponsorships. These sponsors get their names/logos on posters that are printed for the event. KGNU was able to underwrite the costs of the talent and venue for its 30th anniversary concert. Shawna suggested doing a silent auction at this event. One was not done for the 30th.

Other Business: Shawna & Sam were asked to think about things that Shawna is doing now that could be taken on by DevCom members to free her up for Development work that is difficult for Devcom members to do.

There was a short discussion about using email instead of paper mailings to contact KGNU members about renewals to save the cost of the mailing and time to do it.

Discussion of a donor appreciation event was postponed for a future meeting.

DevCom's next meeting is scheduled for Weds., July 25th at 6 Pm at the Boulder studio.

Dear KGNU Board,

The KGNU **Nominating Committee** did not hold a meeting in June, due to the fact that too few people were in town and available. We will hold our July meeting according to our regular schedule: third Monday, 6:00 - 8:00 p.m. at the Boulder station. So that will be Monday, July 16. As always, you are welcome to attend (and the snacks are always great!).

We are continuing to put our standard procedures in black and white.

This process will take a few more months and we'll share it with you when we have a completed draft. Meanwhile, we are also continuing to comb the KGNU community for prospective strong board applicants. Last week we received an application from Jon Walton. It is attached for your review.

NomCom will discuss this application during our regular meeting next week. If you have any experience working with Jon, and/or any information to assist us with the review, please feel free to share it with me or us (NomCom).

We encourage you to keep your eyes open for people who might make good board members, and provide us with names so we can follow up regarding the process and possible application.

Thanks and regards,

Joy Barrett  
KGNU Nominating Committee Co-chair