

MINUTES OF THE KGNU BOARD OF DIRECTORS MEETING

Tuesday, August 9, 2011

700 Kalamath, Denver, CO

Board Members Present:

Barry Gilbert

Judy Trompeter

Chris O'Riley

Basit Mustafa

Sam Fuqua

Meredith Carson

Ken Fricklas

Steve Strenge

David Wilson – via phone

Board Members Absent:

Lu Contreras

Guests:

Joy Barrett

Shawna Sprowls

Dave Ashton

John Jackson

Louis Wolf

Robin Van Norman

6:08pm - Meeting called to order by Barry Gilbert

Minutes of the July 2011 meeting were approved.

PUBLIC COMMENT:

John Jackson mentioned that KGNU is a multi-media station for music, dialog, and news. How do we get people to be aware of KGNU, and how do we approach our world wide audience?

STATION MANAGERS REPORT: Sam Fuqua

Membership Drives

The 2011 Fall Membership Drive is Oct. 12-22 and the goal is \$200,000. Shawna and Sam are beginning to solicit challenge grants. The first of two renewal mailings will go out next week to members who are due to renew.

Planned Giving

Shawna will be leading a renewed effort to encourage planned giving to KGNU.

This will include on-air testimonials/promos, mailings and individual donor contacts.

There is a major opportunity for the station to engage the aging Baby Boomers to leave a legacy for KGNU.

Special Live Remote Programming

KGNU produced a couple of notable live remote broadcasts this summer:

Co-News Director Maeve Conran coordinated our live broadcast from Denver PrideFest on June 19th. We mixed live interviews from PrideFest with pre-recorded segments in a substantive three hour program. Our Underwriting Sales rep Wally Wallace sold sponsorships that paid for the broadcast and made money for the station. Thanks to Mahlia Lindquist for co-hosting and Evan Perkins for on-site tech.

Our fourth annual live broadcast from the RockyGrass festival in Lyons was a great success. We expanded from one day to two days of broadcasting from 9 AM- 1 PM Sat. & Sun. Our on-line listening audience was much higher than usual and we received many positive comments from listeners. Kudos to Music Director John Schaefer for coordinating the broadcast and for initiating these live remotes.

There are many opportunities for live remote broadcasts, but we must choose carefully based on our mission, our available resources, and our program schedule.

Ken would like to see if we could do a live remote of the TedX conference in late Sept.

BUDGET COMMITTEE REPORT: Basit Mustafa

FY 2011 will come in as a balanced budget.

Basit presented the FY2012 Budget Milestone I report. This included, international, national, and local economic assumptions, budget status, and year over year changes.

Economic assumptions are that the US will post a flat GDP growth or 1-2% at best. Locally there should be growth in the higher income brackets in the 75K plus income level.

Income:

We are assuming that membership levels will be static for the next few years. Monthly we bring in about 10% per month more than a few months ago due to the amortization of the membership money over the course of the fiscal year.

Grants will be soft for 2012 and will now go into our gross income operating budget. Underwriting looks to increase over the next year and will also go directly into the gross income. Special events will still be booked as net income.

Expenses:

We are increasing staff salaries by 2%.

Mortgage interest will decrease due to our recent refinance.

Debt service will increase and all of our debt service in 2012 will now come from our operating budget, which is a change from previous years.

Our contingency budget for FY2012 will assume no CPB funding.

EVENTS COMMITTEE REPORT: Meredith Carson

The committee is looking for new members.

The Charles Mtn. Jam took in a record amount. We grossed \$12,882, and netted \$9,878. The Will Durst fundraiser netted \$245. There was a discussion on the possibility of some form of regular comedy night fundraiser.

Upcoming is the Pie R Squared event. There is a conflict with another event and we may change the date to Oct. 2nd.

Author Greg Palast is coming to the area this fall and may be willing to do a fundraising event for us.

SOLR (Sustainer Of Local Radio) Monthly Giving Update: Judy Trompeter

There have been 87 responses to the SOLR mailing that went out in June. There will be a concerted push for SOLR during the fall drive.

NOMINATING COMMITTEE REPORT: Joy Barrett.

Nile will be getting re-involved with the committee after an absence due to personal issues.

Joy passed around a draft document dealing with what is involved in applying to the board of directors. She will add requirements that potential board candidates be a KGNU member for 1 year prior to application and that they commit to 12 hours per month of volunteer work. The committee will also make sure that potential candidates know that fundraising is an essential requirement for board membership. She encouraged current board members to look at the list of KGNU volunteers and see who may be appropriate for future board membership.

Pre-polling of the board for the annual Executive Committee slate is underway.

Nom com is working on streamlining and documenting their procedures.

OTHER BUSINESS: Barry Gilbert

Reviews of Sam, John, and Evan have been completed and all were positive.

8:02pm - Meeting adjourned

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Shawna will be leading a renewed effort to encourage planned giving to KGNU. This will include on-air testimonials/promos, mailings and individual donor contacts. As our core Baby Boomer demographic ages, there is a major opportunity for the station to engage them on leaving a legacy for KGNU.

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Our fourth annual live broadcast from the RockyGrass festival in Lyons was a great success. This was our most ambitious effort to date—we expanded from one day to two days of broadcasting (9 AM- 1 PM Sat. & Sun. 7/23-24). Our on-line listening audience was much higher than usual and we received many positive comments from listeners. Kudos to Music Director John Schaefer for coordinating the broadcast and for initiating these live remotes.

There are many opportunities for live remote broadcasts. We must choose carefully based on our mission, our available resources and our program schedule. These two broadcasts fit very well and provided KGNU with high visibility outreach and good programming.

Sam Fuqua

What's involved in Applying to the KGNU Board? (Draft August, 2011)

1. Make sure you're familiar with KGNU and its mission. Check our website at: www.kgnu.org
To apply for the Board, we ask that you have been a member for at least one year.
2. Download an application at: <http://www.kgnu.org/pdf/boardapplication.pdf> If you'd like a Word version of the application or a hard copy, please contact the KGNU Nominating Committee at nomcom@kgnu.org Fill out the entire application and email it to the Nominating Committee or mail it to the KGNU Boulder studio, address below.
3. Attend KGNU Board meetings. To be considered for the Board, you must have attended at least two Board meetings. They are held every month on the second Tuesday of the month at 6:00 p.m. On odd-numbered months they take place at the Boulder studio, 4700 Walnut Street, Boulder, CO 80301. On even-numbered months they take place at our Denver studio, 700 Kalamath Street, Denver, CO 80204. By attending, you'll learn how business is conducted by the Board. We appreciate if you announce your interest in possibly applying for the Board. That way, Board members will have the opportunity to get to know you, and committee chairs can inform you about their committees.
4. Speaking of committees, part of applying to the KGNU Board is attending one or more committee meetings. This gives you a chance to see how volunteers take action on some specific tasks required to keep KGNU functioning. It will also help you get a sense of which committee(s) you'd like to join if you are elected to the Board. The KGNU web site lists committees and meeting times.
5. After you have submitted an application, the Nominating Committee will meet to review it and contact your references. They'll also talk to people at KGNU who may be familiar with your volunteer activities, if you've indicated that you have experience volunteering for KGNU. (This is recommended, but not required.)
6. After review of your application and references, the Nominating Committee may decide to contact you to set up an interview with the committee. After the interview, the committee will then vote on whether to move your application forward, following their analysis of the application, references, and interview. You'll be notified of their vote shortly after your interview. If the Nominating Committee votes to move your application forward, it will then recommend that the Board review your application and conduct their interview. (This is a "Nomination.") If nominated, it's generally expected that you'll attend the next Board meeting following the Nominating Committee's vote.

7. Once a nominee is interviewed by the Board, the Board will vote at that meeting whether to elect the nominee to the Board. The nominee will be informed that evening as to whether the board elected her/him, and if elected, the person becomes an official KGNU Board member at the end of that evening's Board meeting. Board members serve a three-year term, with option of a second term. Members are expected to spend a minimum of 12 hours per month on KGNU activities.

If you have any questions about this process, please contact the KGNU Nominating Committee. Thanks for your interest in KGNU!