

MINUTES OF THE KGNU BOARD OF DIRECTORS MEETING

Monday, August 13, 2012

700 Kalamath, Denver, CO

Board Members Present:

Barry Gilbert, Chair

Chris O'Riley, Secretary

Sam Fuqua, Ex Officio, non-voting

Ken Fricklas

Steve Strenge

Lu Contreras

Robin Van Norman

Board Members Absent:

Meredith Carson, Vice-chair

Basit Mustafa, Treasurer

Guests:

Neil Seraphin

John Jackson

Dave Ashton

Jon Walton

Nile Southern

Marge Taniwaki

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

July 2012 minutes approved.

PUBLIC COMMENT:

John Jackson made the suggestion that DJ's promote the SOLR program more often.

STATION MANAGERS REPORT: Sam Fuqua

FY 2013 Budget

The draft budget for Fiscal Year 2013 (Oct. 1, 2012-Sept. 30, 2013) sets some lower, more realistic revenue goals, keeps expenses about the same, and reduces payments to cash reserves. We remain concerned about a possible reduction in CPB funding but we expect a much larger grant from CPB in FY13 due to major loan forgiveness in FY11. But we won't know until Nov. or Dec..

Program Guide

Our 2012 Program Guide has been mailed to our members and is being distributed at public locations around Boulder and Denver. If you know of a business that would be friendly to making our guides available to their customers, please take a bundle to them.

HVAC Replacement

We are revisiting the idea of replacing the two rooftop HVAC units that serve the east side of 4700 Walnut. They are at least 25 years old. The project was put on hold two years ago because of complications with the Boulder County Energy Smart loan program. The county has now revised this business loan and rebate program. The revisions mean KGNU may get 30% of project costs in rebates and a very low interest loan for the remainder. Estimated total cost before rebates = \$20,000. HVAC on the west side was upgraded during our 2000 renovation.

Upcoming

Two non-fundraising events on the horizon for board members to participate in:

- 1390 am 8th Anniversary Celebration and Volunteer Appreciation Party. Friday, Sept. 7th, 5:30-9:00 pm at KGNU's Denver studio and the studios of Denver Open Media. Live music, food, and drink.
- KGNU is hosting this year's Rocky Mountain Community Radio (RMCR) Annual Conference, Nov. 14-16 at the Boulder Outlook Hotel.

Bill Bass Concerts had said that we cannot broadcast a live Reggae Bloodlines from the Reggae on the Rocks concert this year. We will try and work with Bill Bass to broadcast the show next year.

NOMINATING COMMITTEE: Nile Southern

Nile presented the nomination of Jon Walton for board membership.

The board went into executive session to discuss Jon's application and nomination. A vote was taken and Jon was approved for board membership, with his term beginning at the end of this meeting.

EVENTS COMMITTEE REPORT: Sam Fuqua, Submitted by Meredith Carson

The desire of the committee is to do a few significant events each year, rather than the one per month we had anticipated. Probably these would be the Birthday Party/Plant Sale, the Mountain Jam, a significant cultural affairs speaker event, and a significant concert. Along with that, we will continue to produce the small events that fall into our laps.

The 2012 Charles Sawtelle Mountain Jam lagged a bit behind last year's fundraising. Everyone agreed that a sold-out event with Tim O'Brien was a rare thing – this year's event was more like our average Mountain Jam. Here's Shawna's report:

2012 Mtn. Jam

Revenues: \$8380.50

Expenses: \$3558.30

Net: \$4822 (which includes \$333.80 from the raffle, which will go to the Raffle account)

Total net for Charles 2012 = \$4488.20

Our expenses were a bit higher this year.

We also had to supplement our salads this year with some purchases.

Here is the annual breakdown (net to net) of the past few years:

2009 net was \$3969.72 (we paid a coordinator 10% of revenues. Otherwise, would have been \$5037.15)

2010 net was \$4719

2011 net was \$9878 (this is what a sold-out show looks like)

Upcoming 2012 events:

Icelandic Music Event – Saturday, September 29, Gothic Theatre, Denver: John Schaefer has been coordinating this event, which will include a free concert by four Icelandic singer-songwriters paired with four local musicians (chosen by John) to do four short duo sets. This is sponsored by Icelandic Airlines, which will give us a free trip to Iceland (airfare, hotel, etc.), which we will use as a drawing during the fall drive. Icelandic Airlines will also buy some underwriting on KGNU. We hope this is the start of an ongoing relationship between KGNU and Icelandic Airlines.

Amy Goodman – October 2, 7:00 pm, venue TBA: Amy will be in the area to cover the presidential debate at DU on October 1, and will speak to benefit KGNU the following night, with a 6:00 pm reception.

Mouse's Pie-R-Square Dance : We'll probably not hold this event this year. There is a lot going on this fall. Sam spoke to Fergus and Elena, and they agreed it might be a good idea to skip it this year. We'll try again in 2013 on this one.

Wine, Bourbon and/or Tequila Tastings: The events committee discussed possibly holding one of these before the end of the year, possibly at the Outlook.

Shawna has made some connections with Hazel's, a new liquor store in town. They hold a wine tasting event at the store once a month to benefit a different non-profit, and Shawna says she's pretty sure she can get us on their schedule. We will continue remain loyal to Liquor Mart, which has been very generous with us over a long period of time.

Upcoming 2013 events:

There are a couple of things that will happen during our 35th Birthday Year, probably both in the spring right around our actual birthday.

Noam Chomsky has expressed a desire to do one more talk for us at Macky in the spring. His last talk in 2011 netted \$35,000 for us.

We will do an anniversary concert, probably in the spring. It all depends on the availability of the Boulder Theatre and of musicians who might be able to fill the theater.

Events Committee meetings:

We will try and set a regular monthly meeting date for the committee, starting in October.

The Odd Fellows Secret Show will not happen this year.

The door is open for us to do events at E-Towns new hall, but it can only accommodate 250.

DEVELOPMENT COMMITTEE REPORT: Robin Van Norman

The July 25th meeting was canceled so it was rescheduled for Aug. 15th at 6pm in Boulder.

Status of House Party Solicitation: We have decided to call our House Parties, "Dining on Air" again. We revised the Dining on Air packets and Shawna has sent those to the people who have expressed interest in hosting these parties.

The two definite parties are the Barry/Ginger/Yukari sushi party, and the Classical music party at KGNU. There are also 4 possible house parties being considered. Shawna made a promo and put information in the Fundraising and Outreach copy. Dining on Air has also been listed in the Spotlight on the website.

Thank you calls: We have completed all thank you calls through the summer drive so are caught up until after the fall drive. Thank you everyone!

BUDGET COMMITTEE REPORT: Sam Fuqua

The following were items discussed from the draft FY2013 budget:

Income:

- \$115,000 from CPB is 25% more than we assumed due to NFFS funding.
- Underwriting is lowered from past years.
- Major gifts has under performed over recent years.
- Events are budgeted conservatively for 2013. But there may be some special events that would put us over the 30K budgeted.
- Memberships have not grown over the past 6 years. Outreach needs to be better at the grass roots level & online as we need to be growing the membership base. We should hit our membership target in 2013.
- Studio Prod Time - BBC pays us to rent our Denver production studio for a commentator to comment on weekly baseball games for the BBC.

Expenses

- Expenses are holding steady.
- Utilities go up every year.
- Professional fees will be up in FY13 because we have to renew our license with FCC, a process that requires significant time from our attorney.
- There will be no raises for staff this year, but we are keeping all current health care benefits. --
- Our tower rent goes up every year.
- The new budget will have \$ moving into cash reserves.

WE will have a copy of the FY2013 budget in a week so that we can look it over and properly vet it before voting on it at our September meeting. In addition, Sam will talk to Basit about questions that the board has about the budget before the vote next month.

OTHER BUSINESS:

Marge asked what percentage of the Restless Morning slots (3:00 to 5:30am) are canned? Sam responded that most of those slots are canned. Sleepless Nights (midnight to 3:00am) is generally live people doing the shows. However there are more DJs alternating on existing Sound Alternatives and Sleepless shows.

Sam gave an update about the Estes Park and Ft. Collins stations that limit the power of our signal to the northwest. Any gain from working out a deal with the Estes Park station would be minimal. The Ft. Collins station is a large religious broadcaster and they will not work any deal with KGNU. So for the present time, our northern signal strength will remain less than the signal strength for the other 3 directions.

Longtime volunteer Jill Rosenbloom is currently in hospice. Visitation is by appointment only.

The Indian voices link on the KGNU website is not working probably due to the large website crash last month.

8:15pm - Meeting adjourned

FY 2013 Budget

The draft budget for Fiscal Year 2013 (Oct. 1, 2012-Sept. 30, 2013) sets some lower, more realistic revenue goals, keeps expenses about the same and reduces payments to cash reserves (see Treasurer's Report). We remain concerned about a possible reduction in CPB funding. We expect a much larger grant from CPB in FY13 due to major loan forgiveness in FY11. But we won't know how much more CPB \$ we'll receive until Nov. or Dec.. Even then, it's still possible that Congress could rescind some of CPB's already approved funding for 2013.

Program Guide

Our 2012 Program Guide has been mailed to our members and is being distributed at public locations around Boulder and Denver. If you know of a business that would be friendly to making our guides available to their customers, please take a bundle to them. The guide was late due to layout problems. As a result, we will be refunding payment to one advertiser and looking for other layout options next year.

HVAC Replacement

We are revisiting the idea of replacing the two rooftop HVAC units that serve the east side of 4700 Walnut. The project was put on hold two years ago because of complications with the Boulder County Energy Smart loan program. The county has now revised this business loan and rebate program. The revisions mean KGNU may get 30% of project costs in rebates and a very low interest loan for the remainder. Estimated total cost before rebates = \$20,000. We are soliciting new bids.

HVAC on the west side was upgraded during our 2000 renovation but we could not afford to replace the east side units at that time. They are at least 25 years old. Long term energy savings will be substantial.

Upcoming

Two non-fundraising events on the horizon for board members to participate in:

- 1390 AM 8th Anniversary Celebration and Volunteer Appreciation Party. Friday, Sept. 7th, 5:30-9:00 pm at KGNU's Denver studio and the studios of Denver Open Media. Live music, food and drink, plus the First Friday Art Walk on Santa Fe.
- Rocky Mountain Community Radio (RMCR) Annual Conference, Nov. 14-16 at the Boulder Outlook Hotel. KGNU is hosting this year's gathering of our Colorado community radio sisters and brothers. Watch your email for complete agenda.

Sam Fuqua

Events Committee Report, August, 2012

Submitted by Meredith Carson

Overall, our desire is to do a few significant events each year, rather than the one per month we had anticipated (but didn't manage to produce) this year. The collective wisdom among non-profits is that three or four events a year is plenty, and gives you time to do each of them right. Probably these would be the Birthday Party/Plant Sale, the Mountain Jam, a significant cultural affairs speaker event, and a significant concert. Along with that, we will continue to produce the small events that fall into our laps (see below).

The 2012 Charles Sawtelle Mountain Jam lagged a bit behind last year's fundraising. Everyone agreed that a sold-out event with Tim O'Brien was a rare thing – this year's event was more like our average Mountain Jam. Here's Shawna's report:

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Net: \$4822 (which includes \$333.80 from the raffle, which will go to the Raffle account)

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Our expenses were a bit high this year, as I had to purchase cups, plates, tablecloths, lots of stuff that we only buy every 2-3 years. We also had to supplement our salads this year with some purchases. All in all, not too bad, I was hoping for \$5,000 ish.

For you number crunchers, here is how the annual breakdown (net to net) looks (some successful years have raffle money included, so its a bit of a moving target):

2009 net was \$3969.72 (we paid a coordinator \$1067.43, 10% of revenues. Otherwise, would have been \$5037.15

2010 net was \$4719

2011 net was \$9878 -- yes, that is what a sell-out band looks like.

Upcoming 2012 events: (the first two fell into our collective lap):

Icelandic Music Event – Saturday, September 29, Gothic Theatre, Denver: John Schaefer has been coordinating this event, which will include a free concert by four Icelandic singer-songwriters paired with four local musicians (chosen by John) to do four short duo sets. This is sponsored by Icelandic Airlines, which will give us a free trip to Iceland (airfare, hotel, etc.), which we will use during the fall drive. (It will be a drawing, so we'll use the prize to entice people to join at a certain \$\$ level to be entered in the drawing.) And Icelandic Airlines will buy some underwriting on KGNU. So while there isn't a big financial boost for us, we think this is the start of something that might prove very good. Icelandic Airlines is new to Denver, and we want to be their new best friends.

Amy Goodman – October 2, 7:00 pm, venue tba: She's in the area to cover the presidential debate at DU on October 1, and will speak to benefit KGNU the following night, with a 6:00 pm reception. Work has just begun on this. If you'd like to help, let me know.

Mouse's Pie-R-Square Dance : We'll probably not hold this event this year. The committee hasn't really got a plan, and we have a lot going on this fall. Sam spoke to Fergus and Elena, and

they agreed it might be a good idea to skip it this year. It's never a big moneymaker, but it's a sweet, fun event, and usually brings in a little dough, so to speak.... So we'll try again in 2013 on this one.

Wine, Bourbon and/or Tequila Tastings: The events committee discussed possibly holding one of these before the end of the year. Fall (late October, first half of November) would be a good time. Venue might be the same – the Outlook worked pretty well for us last time. They never even billed us for the food!

Shawna has made some connections with Hazel's, a new liquor store in town. They hold a wine tasting event at the store once a month to benefit a different non-profit, and Shawna says she's pretty sure she can get us on their schedule. That said, we will continue remain very loyal to Liquor Mart, which has been very generous with us over a long period of time.

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Noam Chomsky has expressed a desire to do one more talk for us at Macky in the spring. The last one put \$35,000 in KGNU's bank account.

We will do an anniversary concert, probably in the spring. Plans are just forming for this – it all depends on the availability of the Boulder Theatre (or possible another venue, but we prefer the BT for this) and of musicians who might be able to fill that theatre.

Events Committee meetings:

My intent is to set a regular monthly meeting date for our committee, starting in October (my life is not my own until then). We plan to do most of the work on these upcoming events, keeping the load off Shawna's (and the rest of the staff's) capable but fatigued shoulders.

Date: June 7, 2012

Name: Jon Walton

Address: 409 E. Elm Street, Lafayette, CO

Cell: 720.982.3423

Email Address: jontwalton@gmail.com

In The Past 12 Months

Board Meetings Attended – The board meeting that I attended was well run. As a non-board member I found the meeting to be informative, providing some interesting insight into how the station operates. I was impressed by the dedication and effort put forth by the board and committee participants. It was great to see the group following the agenda, staying on time while not cutting off any discussion. The result was a very well run meeting that allowed the board to meet, discuss, verify direction and keep moving forward. The presenting committees were also well prepared and provided positive input to the session.

One surprise was the lack of general public/volunteer presence in the meeting. Sadly I was the only non-committee member in attendance. For an organization with many passionate, involved members I was surprised not see any at the board meeting. While probably not the best way to connect with the station it seems important that the volunteer membership is represented in the appropriate sessions.

Committee Meetings Attended – I recently attended a Development Committee meeting. The enthusiasm of the group was noticeable. It was great to see an energized committee, working off an agenda with good, productive discussion by all attendees. House parties were a main topic and I was surprised by the effort expended for the amount of funds raised in the past. Beyond the financial aspects of the event, they seemed to largely be attended by existing members and close friends of the station, which is great but I would like to see the station seek ways to reach new members or those who are capable of stepping up their commitment.

I think some of the ideas coming out of this committee will produce tangible results for KGNU. In July will attend a Finance Committee meeting to gain further insight into the financial side of KGNU.

Connection To KGNU

1. Soon after moving to the area in 2004 I found KGNU. For years I was an sporadic listener because I traveled a lot and when home could only get a signal when in Boulder proper. Sometime in 2008 I found myself listening more often to the station and soon after got involved as volunteer. A year or so later I took the on-air training course and started DJing.
2. I most appreciate the way in which KGNU brings together a diverse group of people, voices and thoughts. The ability of this amorphous collection of individuals to build support across the greater community is amazing. As a group things simply get done when the call goes out. This is something I find deeply motivating about KGNU. At various points throughout the day, month and year people step up to keep the

programming on the air, perform community outreach and clean the station. All being essential tasks, I am truly appreciative of the effort and dedication required to make it happen.

3. The improvements I'd like to see focus on KGNU's fiscal health and its base of support. These complimentary areas sit at the core of the station's existence and require constant monitoring and analysis. As the demographics of the general public changes we must be aware of how this impacts KGNU. With its core audience mimicking that of the general population the station needs to implement a plan to attract financial support from its maturing segments while reaching out to younger audiences to build future for the future.

The Boulder/Denver area is fortunate to have a prosperous and financially savvy community that is also culturally aware. Complemented by a high number of college students, the area provides an unique mix of marketing and support opportunities to KGNU. Our programming presence on the internet enhances our ability to reach these individuals in ways that best fit their lifestyle. This holds true for similar individuals around the globe. KGNU should capitalize on this situation by aggressively pursuing opportunities to enhance its ability to connect with these listeners, and get them connected with the station.

The implementation of expanded programming options such as HD, multi-channel streams, and digital downloads would improve the geographic and social reach of the station. Being able to provide our diverse audience with more listening options increases the amount of time they spend connected to the KGNU family. Such offerings would also increase the on-air opportunities for our eager volunteers and on-air personalities.

A strong, well-organized effort on behalf of the many skilled employees and volunteers could make this effort a reality. With the expanded programming options we have the opportunity to expand the member base and our ability to keep the community informed. With effective marketing increased awareness can drive additional support for KGNU.

Another area that I'd like to see improvement is in the evaluation of the events and opportunities we pursue. Each needs to be assessed to ensure maximum return on investment and the connection to the stations goals. Depending on the situation, return on investment may fulfill financial, PR, branding or community support needs. I think more focused, results driven analysis needs to be done before we committee resources to support specific activities.

4. I have done outreach multiple times for KGNU, a few times at the Juneteenth Festival, Black Arts Festival and the Boulder Creek Festival. Its great to get out and talk to people about the station. For those not familiar with KGNU its an opportunity to connect with them by talking about the variety of programming available. Most people aren't aware

of the diversity in programming available on the station. There's a show for everyone somewhere in the KGNU line-up.

5. My volunteer time has been split between on-air hosting, coordinating Jazz & Beyond and working during pledge drives. I plan to continue my involvement in all of these activities if elected to the board.
6. I have probably listened to just about every show on KGNU. I think that all of the shows offer a unique viewpoint, whether it be news programming like Morning Magazine, Democracy Now or music offerings including MSA, Dusty Grooves and Reggae Bloodlines. Each of these shows fills the needs of a segment of the listening audience.

KGNU Board Interest

1. There are multiple ways that I can support the station's fundraising effort. A key consideration is how to maximize the impact of my support. Options such as a challenge grant, stock gifts and traditional donations tied to specific goals or needs at the station are one way I'd consider supporting fundraising. Donations to a plant sale or silent auction are things I have done in the past with other organizations with success. I would also like to investigate ways to use the station's airwaves, expertise and building to generate income. The long-term financial security of the station as well as its ability to recruit and keep talent are important outcomes of any fundraising effort in my mind.
2. To improve volunteer involvement and retention the station must assess the ways in which members want to connect. Some do best with email, others Facebook, while some prefer a phone call. KGNU needs to look at its current email communications and help volunteers better manage their inboxes. Focused communications with valuable information or targeted requests would get better results from a participation perspective. And once people start to participate they become and stay *active* members.

I think many current and potential volunteers like to connect with the station via music. They want to attend KGNU shows, meet other volunteers and listeners. Getting on-air personalities involved with fundraising efforts as MCs, guest DJs, Party Hosts, etc. would go a long way supporting such an initiative.

About Yourself

1. School Accountability Committee Member - Sanchez Elementary, BVSD
Student Mentor – Cornell University. Mentor minority undergraduate students. I conduct face to face meetings, phone, email and text communication throughout the entire year.
Technology Advisor – Hotel Source, Inc.. Assist with technology strategy and platform development.
2. As a consultant I constantly work with teams implementing enterprise technologies on a global scale. Often these teams are comprised of individuals with diverse cultural, geographic and professional experience levels. With an existence of anywhere between 2 months and 3 years I have learned the importance of developing strong working relationships based on a shared goal.

- a. I have led six global software implementations. My role involves building a team that includes representatives from the client, my firm and two or three other companies. The challenge is to take these individuals, each with his or her motivations and coalesce them into a cohesive team with a shared objective.
 - b. Running meetings is something I do on a near daily basis. I like to have established agenda items with some time allocated to questions or open/new topics. Depending on the purpose of the meeting I like to use meetings as a way to report on existing efforts or establish new ones. Breakout sessions or methods to allow individuals the opportunity to investigate topics at their own pace and reconvene are an important aspect of group maturation.
 - c. In volunteer organizations like KGNU it is very important to reach consensus in many discussions. It is very important to socialize topics and strategies with the key stakeholder groups prior to in-depth discussions or voting. Allowing participants the opportunity to voice their thoughts goes a long way toward driving consensus. Also realizing that in some circumstances you might not be able to reach consensus. In this case its important that each side understands and acknowledges the other's viewpoint but not necessary that they acquiesce.
3. Experience
- a. Worked with many groups – physical and virtual
 - b. Have experience with spreadsheets, data, financial information and reporting and general banking knowledge from years spent with small & medium businesses.
 - c. On air at KGNU. Have given presentations to audiences over 100 people.
 - d. See above
 - e. n/a
 - f. see above -
 - g. Member of various professional groups mainly in the technology space. Also active in the Cornell Alumni network.
 - h. Work in IT management consulting. Not a coder but know enough to be slightly dangerous. My focus is on enterprise data management, business intelligence and ERP solutions.
 - i. I have written a number of business plans. Most were for professional services companies or B2C technology ventures.
4. I would bring leadership, strategic thinking and tactical focus to the board. My experience leading teams could benefit the Board by allowing me to get involved and focus on any new or special initiatives that need support. Strategically I bring the ability to take a vision, assess the current situation and devise an approach to realize the goal. Tactically I like to see continual action and progress made between meetings and events because it's a great motivator for all parties.

Additionally as a relatively new KGNU volunteer I bring a new perspective to the station. Perhaps seeing things a bit differently will expose some great opportunities for us to collectively deliver against KGNU's mission.