

MINUTES OF THE KGNU BOARD OF DIRECTORS MEETING

Tuesday, December 12, 2011

700 Kalamath, Denver, CO

Board Members Present:

Barry Gilbert, Chair
Chris O'Riley, Secretary
Sam Fuqua, Ex Officio, non-voting
Meredith Carson
Steve Streng
Lu Contreras
Robin Van Norman
Ken Fricklas

Board Members Absent:

Basit Mustafa, Treasurer

Guests:

Shawna Sprowls
Laurie Stephenson
John Jackson
Yong

6:06pm - Meeting called to order by Barry Gilbert

November 2011 minutes approved.

PUBLIC COMMENT: None

STATION MANAGERS REPORT: Sam Fuqua

Fundraising Update

The fall 2011 drive total is \$ 198,500. This includes the Nov. & Dec. AFT/SOLR rollovers as well as the reminder mailing, calls, and on-air mentions.

Our end of year mailing currently stands at \$6000, with more expected. In 2010, the year-end mailing brought in \$29,700.

Our first year of participation in Colorado Gives Day brought in at least \$ 7200 with more expected by the end of the month.

We have scheduled our 2012 Spring Membership Drive for winter: Feb. 29- Mar. 10th.

The reasons are:

- Avoid a Saturday St. Patrick's Day. The last time March 17th fell on a Saturday (2007), our membership totals were significantly lower.

- Weather. The earlier in March, the higher likelihood of bad weather, which keeps people inside listening to their radios. Bad weather on a Saturday can boost pledge drive revenue that day by 10-20%.
- Spacing. Starting the spring drive a couple weeks earlier than usual gives us some additional flexibility in scheduling the summer mini-drive.

Staff Reviews

Sam completed reviews with Evan, John, Shawna and Dave. Sam will be soliciting staff, board and volunteer feedback on Maeve, Joel, and Nikki next week and will complete their reviews by early-Jan.

All Station Retreat

Based on polling of the staff and board, Saturday, January 21st will work best for the most people. We will meet in Denver this year and we are currently developing workshops for break-out sessions.

The KGNU Holiday Party is Thursday, Dec. 15th, from 5:00-8:00 PM!

Joel will be taking a medical leave of absence for up to two months beginning in mid January. We will be putting some news volunteers on stipend to fill in for news and interview programming.

RETREAT PLANNING: Sam Fuqua

We will have a group morning session and afternoon break-outs. The morning session is still being developed. One of the possible topics is the aging of our core volunteers, and the need to get younger people involved with the station. Currently 75% of our members are 45 and up. Another possible topic is the importance of social media and new technology.

A discussion took place as to whether the morning session should focus on the overall philosophy of KGNU, or more on specific tactics. How does KGNU remain relevant in a rapidly changing world?

BUDGET COMMITTEE REPORT: Sam Fuqua

Income and expense trends for the first quarter of FY2012.

Income: Memberships are still a little down compared to last year. Underwriting is on track, although a large underwriter (Grant Family farms) has not renewed their contract yet. The Juan Gonzales talk, the Greg Palast talk, and the Secret Show all came in under expected revenue.

Expenses: Expenses are coming in according to plan. We are switching to a newer, better phone system, but the cost will be the same. Professional fees are down compared to last year.

EVENTS COMMITTEE REPORT: Meredith Carson

The committee met on Nov. 16th and is in the process of planning new events for next year. The recent Secret Show netted \$945 this year, much less than last year. The headliners were not as well known this year, nor did we leak the headliners name as we did last year. We may want to look at doing the next one in November instead of December due to holiday fatigue.

DRAFT POLICY FOR PAYMENT TO STATION MANAGER FOR NON-SALARY WORK: Barry

We discussed the possibility of the Station Manager paying him or herself from grant money awarded to the station for work that is above and beyond the Station Manager's normal work duties.

Barry proposed a policy which read:

In the event the station manager does station-related work that warrants compensation above her/his normal salary (e.g., program production paid for by grants), approval must be obtained from the executive committee prior to disbursement.

After a discussion, Barry moved that the policy be approved.

A vote was taken and the policy was approved.

ELECTION OF NEW VICE-CHAIR: Barry

Barry opened nominations for the position of Vice-Chair.

However, it was brought up by Chris that according to the bylaws, the nominating committee is responsible for nominating a replacement for a vacancy on the board.

The nominating process for the vice chair was postponed until the nominating committee can come up with a nomination. We will revisit this at the January board meeting.

OTHER BUSINESS:

Yong: He represents Chinese Local Media, an association of over 100 radio stations in China, many of them private and community based. He would like to invite KGNU to participate in a trip to China for a conference of this association sometime in the fall of 2012. The association would pay the in-country expenses for one of us to attend. However, we would have to pay the airfare to China. The possibility exists for the sharing and exchange of radio programming between the association and KGNU.

The association websites are: www.citiradio.com and www.cnr.cn

Meredith: There will be a Mardi Gras celebration at the Avalon Ballroom, Feb. 11th.

Marty Durlin's new musical play will be presented in April in both Boulder & Denver.

7:44pm - Meeting adjourned

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Our end of year mailing stands at \$ 6000, with more expected into early-January. In 2010, the year mailing brought in \$29,700, most of it in late Dec. and early Jan..

Our first year of participation in Colorado Gives Day brought in at least \$ 7200. Final total will be received by the end of the month.

We have scheduled our 2012 Spring Membership Drive for...winter: Feb. 29- Mar. 10th.

This puts some additional pressure on staff to begin gearing up for the drive in early January, but we want to try it for the following reasons:

- Avoid a Saturday St. Patrick's Day. The last time March 17th fell on a Saturday (2007), our membership totals were significantly lower. We need to have the best possible Saturday totals.
- Weather. The earlier in March, the higher likelihood of bad weather, which keeps people inside listening to their radios. Bad weather on a Saturday can boost pledge drive revenue that day by 10-20%.
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All Station Retreat

Based on polling of the staff and board, it looks like Saturday, January 21st will work best for the most people. We will meet in Denver this year. Staff are developing workshops for break out sessions. Please let me know your ideas on full group discussions/presentations and/or break out sessions.

Come to the Holiday Party this Thursday, Dec. 15th, 5:00-8:00 PM! Thanks for everything you do for KGNU and happy holidays!

Sam Fuqua