

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

**Monday, July 13, 2015**

**4700 Walnut St., Boulder, CO 80303**

### **Board Members Present**

Jon Walton, Chair

Liz Lane, Vice Chair [Liz was present for most of the meeting but had to participate by teleconference during the Old Business portion]

Risë Keller, Secretary

Joy Barrett, Treasurer

Jeannie Brisson

Gavin Dahl

Robin Van Norman, participating via Skype

Tim Russo, Ex-Officio, non-voting

### **Board Members Absent**

None

### **Guests**

Guy Errickson

Bill Hogrewe

Jim Nelson

Irene Rodriguez

Gene Stan

Barbara Stern

John Stout

Marge Taniwaki

Daria Guerra Leverage

### **6:06 pm-Meeting called to order by Jon Walton**

Agenda approved

June minutes approved

### **PUBLIC COMMENT**

Barbara Stern and Gene Stan have submitted Board applications. Jim Nelson is attending and is interested in applying to the Board of Directors.

### **STATION MANAGER'S REPORT: Tim Russo**

#### **Summer Mini-Drive**

The summer mini-drive finished on Sunday. We exceeded our goal of \$30,000 by raising \$31,770 from 275 people, 41 of whom are new members. This was the most successful summer drive that KGNU has had in at least 8 years. Membership Director Nikki Kayser said, "We are succeeding in offering less swag. Strong content, a few copies of books, and good pitching seems to work best.... Our message was asking for additional contributions and upgrades to existing SOLR plans. With 10 upgrades and 12

new SOLR members, this is a higher proportion of upgrades than in past drives.” The fall pledge drive will be October 7 – 15 with a \$209K 6-month goal, pending approval of the proposed Fiscal Year 2016 (Oct. 2015-Sept. 2016) budget.

### **Program Guide**

We finished our 2015-2016 Program Guide and mailed more than 6,000 copies the first week in July. We are working with a company to distribute copies around Boulder County, along with the distribution we handle ourselves. We plan to distribute them around Denver in September.

### **Staffing**

We are drafting an updated Music Director job description and hope to post the job by July 31. We are also drafting the proposed Volunteer Coordinator job description. We are hoping to hire an additional underwriting person (Underwriting Coordinators work on commission) to help with Denver underwriting; Kenneth Flowe continues to focus on Boulder County underwriting. Quarterly reports were filed promptly by Kathy Gilbert to SoundExchange and to our Public File on programming.

### **Development Committee**

We continue to receive donations in response to our most recent letter regarding our 3D Capital Campaign. We are currently working on updating KGNU’s Estate Planning and Giving brochure with a goal of completing it this fall. We have received bequests this year totaling more than \$120,000, including a generous bequest from the estate of Ray and Mary Sell, long-time supporters of KGNU. Some of the Sell estate bequest will be directed to the 3D capital campaign, 1390 loan repayment, and general operating expenses.

### **Events**

The Charles Sawtelle Memorial Mountain Jam tickets for the event on July 19 are on sale. We will increase promos for the event this week to boost ticket sales. We are also planning to provide the live feed for the RockyGrass festival (July 24-26 in Lyons) as follows: Friday, Saturday, and Sunday mornings on AM, FM, and AfterFM.com; Saturday afternoon and evening on AM and FM; and all day Friday through Sunday on AfterFM.

### **Engineering**

We are updating our servers and switching providers to a more reliable and adequate online streaming service (Stream Guys). These upgrades should be installed and fully functional by the end of this month if not sooner. We are also discussing the best options for increased lightning protection at the AM transmitter site and better grounding for the KGNU main studios in Boulder, to better protect all of our equipment. Current lightning and grounding is inadequate to protect KGNU’s equipment. Upgrades will be funded by 3D Capital Campaign income.

### **EXECUTIVE COMMITTEE**

The Executive Committee met on Tuesday, July 7, to set the agenda for this meeting.

### **PROGRAM COMMITTEE - Gavin Dahl**

#### **RockyGrass Festival Live Stream**

See the Events section of the Station Manager Report (above) for details. We are still obtaining permissions from the performers.

**Non-Commercial Policy**

DJs need more training. For example, a reminder that we do not use music beds for underwriting messages. The station considers that "enhanced" underwriting. Music and News hosts are doing well overall, but we aspire to do better. Ideas are an educational quiz and policy reminders at the Annual Meeting.

**Obscenity and Indecency Policy**

The Station Manager has some discretion in making decisions about suspensions upon a second indecency violation. Records of violations are kept internally but are not included in our Public File.

**Election Year Restrictions**

Maeve's biggest concern is music hosts who talk about politics and guests on music shows who discuss subjects other than music. Political music and political messages from musicians interviewed are fine. But don't bring non-musicians to talk politics on music shows. News shows provide some extra cover for reporting on endorsements for example. Be aware that any time we have a candidate on the air, opponents can request equal time.

**FSRN Collaboration**

We hope to explore greater collaboration with FSRN. A goal for our collaboration with Free Speech Radio News (FSRN) is to have no impact on KGNU's budget.

The next Program Committee meeting is scheduled in Denver on Tuesday July 28 at 6pm. The committee will meet in Boulder on Tuesday August 25 at 6pm.

**STRATEGY COMMITTEE**

Recent work by the committee has focused on cleaning up the strategic plan and identifying items that could potentially affect the 2016 Budget. After a review of each Goal and Action we only found one goal that needs to be presented to the Board for consideration in the FY 2016 budget: "Define our target audience in demographic terms such as age group, sex, education and occupation." The supporting action is to "... conduct research (e.g., CU study of interests, spending patterns, demographics, market studies, etc.)." After speaking with David Wilson and Tim Russo who as Station Managers have and will own the completion of this action, it was determined that we would need funds to support this effort. The committee's request is to allocate \$1500 in the 2016 budget for defining our target audience, including market research and studies (Strategic Plan ID #145). The Strategic Plan Committee's next meeting is scheduled for the 3rd Tuesday in September (September 15) at 6pm at the Boulder studios.

**BUDGET COMMITTEE - Joy Barrett**

Some of the unanticipated bequest money we received this year will be added to the line item Cash Reserves for debt servicing; we will change the name of the line item to Debt Servicing.

The Board has made a commitment to hire a Volunteer Coordinator no later than April 2016. Hiring is the Station Manager's responsibility. The Board needs to support him and direct the Budget Committee as needed. The Board would like the Budget Committee to have specifics about staffing levels at their next meeting, August 3rd at 4pm in Boulder. We could hire a VC in April of 2016 with no impact on other staffers' paid hours. If we hire a VC January 1, we would have to reduce a staffer's pay by 5 hours a week. An Oct 1, 2015 hire would require us to reduce other staffers' pay by a total of 10 hours.

David Wilson will continue working on donor development.

### **CONFLICT RESOLUTION POLICY - Jon Walton**

Marge recently sent out a document containing the drafts of three KGNU documents: A proposed conflict resolution policy, a revised volunteer agreement, and a code of conduct. Rise will share the Google doc with these documents with the Board and other Grievance Committee members ASAP and will meet with Marge to review changes. We would like to have Board feedback by Monday July 27. See the documents using the following link:

[https://docs.google.com/document/d/1yADKFN7uepxQcF\\_e3JYAHydHfMsBM-HunfKBb6K3gnc/edit?usp=sharing](https://docs.google.com/document/d/1yADKFN7uepxQcF_e3JYAHydHfMsBM-HunfKBb6K3gnc/edit?usp=sharing)

### **BOARD MINI-RETREAT - Jon Walton**

The Board is planning to gather for a half-day, Board-only retreat on August 23. The Board hopes to do this about once a quarter. Our focus in this first mini-retreat will be on improving Board communication and working together. Risë and Jeannie will present to the rest of the Board the material they learned at Ursula Ruedenberg's recent pilot seminar about getting along in organizations.

### **OLD BUSINESS**

The Board conducted a public vote to correct having voted in closed session in March on Elena Klaver's candidacy for the Board. Liz and Robin voted publicly by voice. Elena did not receive the two-thirds majority required in the KGNU Bylaws to be elected to the Board.

### **NEW BUSINESS**

Drive goals - Questions have been circulating about whether to announce that the goal is met during the drive. The meeting of the goal was announced this past Sunday at 2pm and will be acknowledged in KGNU's e-newsletter.

A volunteer advocated for doing community outreach to recruit new volunteers with lots of background and expertise in their subject areas to help in the News and Music departments.

**8:37 pm - Meeting adjourned**

**BOULDER COMMUNITY BROADCAST - KGNU**  
**Profit & Loss Budget vs. Actual**  
October 2014 through May 2015

	Oct '14 - May 15	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Bequests/Planned Giving	20,007	0	20,007	100%
BME Affinity Program	659	400	259	165%
Bus & Ind Underwriting	20,245	33,334	(13,089)	61%
Business & Ind Match	4,498	5,000	(502)	90%
Car Donations	13,639	13,334	305	102%
Corp'n For Public Broadcasting	105,376	100,000	5,376	105%
Grants - Restricted (Program)	19,100	0	19,100	100%
Grants - Unrestricted	6,500	10,000	(3,500)	65%
Interest & Dividends	492	0	492	100%
Memberships	323,162	344,080	(20,918)	94%
Miscellaneous Income	967	1,664	(697)	58%
Program Guide Ad Revenue	1,780	0	1,780	100%
Raffles	229	400	(171)	57%
Special Events	7,995	10,000	(2,005)	80%
Studio Production Time	2,813	5,000	(2,188)	56%
Volunteer Training Fees	1,643	2,336	(693)	70%
<b>Total Income</b>	<b>529,106</b>	<b>525,548</b>	<b>3,558</b>	<b>101%</b>
<b>Expense</b>				
Grant Expense - Restricted	3,271	0	3,271	100%
Bank Charges	5,241	5,000	241	105%
Cash Reserves	20,000	20,000	0	100%
Commissions	3,138	8,464	(5,326)	37%
Dues & Subscriptions	6,190	6,400	(210)	97%
Employee Benefits	33,631	40,000	(6,369)	84%
Employee Bonus	0	0	0	0%
Employee Search	2,913	166	2,747	1,755%
Fund Drive & Premium	1,748	3,000	(1,252)	58%
Special Events Expense	2,600	0	2,600	100%
Hospitality	669	664	5	101%
Information Technology	7,846	5,600	2,246	140%
Insurance	10,618	12,000	(1,382)	88%
Interest Expense	1,721	1,721	0	100%
Janitorial	2,223	1,984	239	112%
Labor	1,860	0	1,860	100%
Mortgage Interest	10,681	10,617	64	101%
Office	7,700	8,000	(300)	96%
Outreach/Promotion	7,230	3,336	3,894	217%
Postage	5,008	5,000	8	100%
Production Supplies	932	2,336	(1,404)	40%
Professional Development	1,857	3,336	(1,479)	56%
Professional Fees	18,623	25,250	(6,627)	74%
Program Acquisition	26,901	24,712	2,189	109%
Program Guide Expense	1,170	0	1,170	100%
Rent - AM Tower	21,600	21,600	0	100%
Rent - FM Tower	12,760	12,760	0	100%
Rent - Denver Studio	4,954	4,954	0	100%
Repairs & Maintenance	4,879	4,000	879	122%
Salaries	199,352	205,544	(6,192)	97%
Satellite Interconnect	8,683	8,500	183	102%
Storage	544	544	0	100%
Taxes - Other	153	200	(47)	76%
Taxes - Payroll	16,377	17,200	(823)	95%
Telephone	13,563	13,664	(101)	99%
Utilities	11,070	12,000	(930)	92%
<b>Total Expense</b>	<b>477,708</b>	<b>488,552</b>	<b>(10,844)</b>	<b>98%</b>
<b>Net Ordinary Income</b>	<b>51,398</b>	<b>36,996</b>	<b>14,403</b>	<b>139%</b>
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