

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

Monday, January 11, 2016

4700 Walnut St., Boulder, CO 80303

### **Board Members Present**

Jon Walton, Chair

Liz Lane, Vice Chair

Risë Keller, Secretary

Joy Barrett, Treasurer

Jeannie Brisson

Gavin Dahl, participating via teleconference

Eugene Stan

Tim Russo, Ex-Officio, non-voting

### **Board Members Absent**

Robin Van Norman

### **Guests**

Bill Hogrewe

Leslie Lomas

Alicia Mitchell

Evan Perkins

Irene Rodriguez

Nikki Kayser

**6:03 pm - Meeting called to order by Jon Walton**

Agenda approved

### **PUBLIC COMMENT**

None

### **MEM SYS PRESENTATION: Nikki Kayser and Evan Perkins**

Anticipated results of buying current Mem Sys (membership database) software:

- Easier definition of donor levels, which will help us move people from one donation level to a higher level
- Increased fulfillment accuracy
- Improved billing
- Customized tax receipts
- More easily acknowledged Sustainer of Local Radio (SOLR) anniversaries and communicate differently, outside on-air pledge drive activities
- The availability of video training means we have more options for relatively inexpensive professional development.

**Comments:** Nikki said information about membership perquisites is online, and she will also post a sheet on the wall during the pledge drive listing the benefits of a “basic membership.”

Several people expressed interest in working with the Development Committee at resetting the contribution level that earns what is called a “basic membership.”

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

**Membership:** The KGNU Year End Campaign reached its goal of \$32k in late December, and resulted in several additional donations that will be listed as “major contributions.” Multiple “splash pages” – special landing pages on the KGNU website – highlighted the Year-End Campaign, Car Donations, Colorado Gives, and Giving Tuesday. The splash pages helped to clearly distinguish campaigns and drive donors to the KGNU Donate page. This was coupled with shorter, more concise email blasts for specific campaigns, as opposed to a single email blast stating that members could donate to one of several December fundraising campaigns. The Spring Pledge Drive dates are March 2 through 13. Dates were defined to better work around CU spring break and other stations’ pledge drives.

**Events:** See below for Events Committee report.

**Operations:** The first stages of the installation of the Isonas card readers and digital entry system for the Boulder studios was completed. Software and key cards are being issued by Evan. Automated door locks and scheduling the doors will gain us several extra years on the life span of the physical doors as they had already begun to deteriorate significantly. Operations is still working out scheduling details and identifying system faults. Remote admittance from the Red Studio should be available soon.

**Staffing:** Alicia Mitchell began work on January 4th as Co-Music Director. She is transitioning in well with support from Kathy Gilbert. The Development Committee is meeting this month to draft and circulate a proposal and job description for a new Development Director. They hope to post the job-listing by the end of the January. A small Development Director Search Committee will be selected from current Development Committee members.

**Community Advisory Board Meeting:** KGNU held a Community Advisory Board (CAB) meeting on December 1. CAB meeting minutes have been be posted to the kgnu.org website.

#### **EXECUTIVE COMMITTEE**

The Executive Committee met on Tuesday, January 5, to set the agenda for this meeting.

#### **BUDGET COMMITTEE - Joy Barrett**

[PDF of Budget vs. Actual 11-30-15 to be attached to final PDF of meeting minutes]

#### **EVENTS COMMITTEE - Risë Keller (for Meredith Carson)**

**Mardi Gras:** The 5th Annual KGNU/CFCZ Mardi Gras Dance Party will feature Louisiana's JoJo Reed and the Creole Dance Band. Tickets are \$25 in advance and are available at [Brown Paper Tickets](#). Tickets will be \$30 at the door. At the [Avalon Ballroom](#), Saturday, Feb. 6, at 6:30pm.

**Whistleblower John Kiriakou** is scheduled to give three talks in the area: one in Denver (at the Alliance Center on Wynkoop, Friday evening at 6:30), one in Fort Collins, and one in Boulder (Saturday, Feb. 13 at the First United Methodist Church, at 6pm). We are co-presenting with Be The Change and Rocky Mountain Peace and Justice Center. They are sharing revenues from the Boulder and Ft. Collins talks with us and staffing the events.

**The Funky Good Times** benefit at Mountain Sun last year raised approximately \$5,000 for KGNU. This is an event Mountain Sun hosts that requires no KGNU staff time.

**Discussion:** Board members can ask Evan for business cards to help us interact with local businesses and people. Risë will help to edit the Pocket Guide next revision to add a few links and some contact info to better support our efforts to market KGNU to local businesses, potential donors, and others.

## **PROGRAM COMMITTEE - Gavin Dahl**

Plans for 2016:

**Conduct surveys:** asking members and listeners what they like, what's most important, and why. Program Committee members, plus other staff and volunteers will contribute. Ask listeners whether they want KGNU to invest in more journalism and hard news? Ask how listeners and members prefer KGNU delivers content.

**Evaluate continuing to air BBC**

**New shows:** Update new show proposal process

**DJ and show evaluations:** Rebuild criteria for show evaluations

**Update documentation:** Indecency policy, Non-commercial policy, Election policy  
Gavin will send out summaries of suggestions for policy doc updates from 2015 committee meetings in advance of the January 26th Program Committee in Denver, followed by discussion at Boulder meeting on February 23rd, with a target of a March 1 publication of updated documents.

**In the Music Department:** Alicia Mitchell started on January 4th for 30 hours/week. She will drop to 20 hrs./wk. when Erin is ready to begin. Kathy Gilbert is working 10 hrs./wk. through January. Erin Roberts had her baby on Dec. 31 (congratulations, Erin and family!) and she will start as Co-Music Director around March 1 (at 20 hours/week).

**Next meetings:** 6pm on January 26 in Denver, and 6pm on February 23 in Boulder.

## **NEW BUSINESS**

**All-station retreat** - The main activity will be to bring KGNU's station history up to the present. We will identify some milestones and develop narratives that continue our story from the existing documentation to the present day.

Afternoon activities will focus on brief standing committee presentations about their projects for the year, to give volunteers a chance to get to know the goals and projects of each committee and get involved; and radio skills training workshops.

## **OLD BUSINESS**

Joy agreed to take her concerns about on-air announcements to staff to work them into a policy and into the updated on-air volunteer agreement.

November 2015 (Annual Meeting) minutes approved.

December 2015 Board meeting minutes approved.

**8:13 pm - Meeting adjourned**

**BOULDER COMMUNITY BROADCAST - KGNU**

**Profit & Loss Budget vs. Actual**

October through November 2015

	Oct - Nov 15	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Bequests/Planned Giving	0	2,500	(2,500)	0%
Bus & Ind Underwriting	6,230	8,334	(2,104)	75%
Business & Ind Match	0	1,250	(1,250)	0%
Car Donations	6,010	3,334	2,676	180%
Grants - Restricted (Program)	0	0	0	0%
Grants - Unrestricted	1,000			
Interest & Dividends	133	0	133	100%
Memberships	66,577	74,041	(7,464)	90%
Miscellaneous Income	253	416	(163)	61%
Program Guide Ad Revenue	0	0	0	0%
Raffles	216	100	116	216%
Special Events	3,802	1,250	2,552	304%
Studio Production Time	985	1,250	(265)	79%
Volunteer Training Fees	390	584	(194)	67%
<b>Total Income</b>	<b>85,596</b>	<b>93,059</b>	<b>(7,463)</b>	<b>92%</b>
<b>Expense</b>				
Grant Expense - Restricted	2,650	0	2,650	100%
Bank Charges	1,669	1,250	419	134%
Cash Reserves/Debt Service	6,667	6,666	1	100%
Commissions	1,425	2,116	(691)	67%
Dues & Subscriptions	4,414	4,000	414	110%
Employee Benefits	9,037	10,000	(963)	90%
Employee Bonus	0	0	0	0%
Employee Search	153	250	(97)	61%
Fund Drive & Premium	364	750	(386)	49%
Special Events Expense	1,330	0	1,330	100%
Hospitality	45	166	(121)	27%
Information Technology	2,346	1,834	512	128%
Insurance	1,935	3,000	(1,065)	65%
Janitorial	360	496	(136)	73%
Labor	885	550	335	161%
Mortgage Interest	2,601	2,540	61	102%
Office Supplies	1,376	2,000	(624)	69%
Outreach/Promotion	572	916	(344)	62%
Postage	2,040	1,250	790	163%
Production Supplies	633	584	49	108%
Professional Development	0	833	(833)	0%
Professional Fees	1,679	3,950	(2,272)	42%
Program Acquisition	7,892	10,205	(2,313)	77%
Program Guide Expense	660	0	660	100%
Rent - AM Tower	5,400	5,400	0	100%
Rent - FM Tower	3,286	3,227	59	102%
Rent - Denver Studio	1,239	1,240	(1)	100%
Repairs & Maintenance	1,024	1,084	(60)	94%
Salaries	53,342	51,277	2,064	104%
Satellite Interconnect	8,953	8,800	153	102%
Storage	144	144	0	100%
Taxes - Other	19	50	(31)	38%
Taxes - Payroll	4,150	4,466	(316)	93%
Telephone	3,229	3,416	(187)	95%
Utilities	1,641	3,000	(1,359)	55%
<b>Total Expense</b>	<b>133,158</b>	<b>135,460</b>	<b>(2,303)</b>	<b>98%</b>
<b>Net Ordinary Income</b>	<b>(47,562)</b>	<b>(42,401)</b>	<b>(5,160)</b>	<b>112%</b>
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## **MEMSYS Upgrade Integration- as of January 2016**

### Features of the update we thought valuable:

1. Basic system with support- Paid \$3,155
  - Last updated: 2005 or 2006. Not contracted for support service since then; charged premium without service
  - Training videos and articles available
  - Modules required updated basic system
  - Use of help listserv.
2. Advanced Fund-raising/ data mining/ pyramiding module- Paid \$1,120  
(See separate hand-out)
3. EFT module- Paid \$550 Using fully with a few implementation questions pending
  - Automatic annual updates: saved almost a day/mth on manual updates of SOLR
  - Ability to sync bank data with MEMSYS

Chose not to buy now, listed in order of perceived value to KGNU, (2012 pricing)

Card Card Authorization ( cost \$1800 initially, \$550/yr ) Would have to also buy payment system such as Sage. Would improve fulfillment: charge credit cards off website & verify validity of number instantly, charge cards monthly, upload data to database, expiry date notification.

Web Pledge Integration- alternative to WEBSYS. Adds scripting of CSV file to upload, saves date entry time eg. CO GIVES

WebSYS Online Content management & Data Sync ( Cost \$3700 initially, \$1400/yr wo/ inventory module, \$4745 with inventory module)

Premium Inventory / Fullfillment (cost \$2480 initially, \$745/yr add on to WEBSYS)

Major Donor Cultivatoin/ CRM

eSolicitation/eNewsletter We use vertical response now. At current use level, cheaper. 10,000/mth free

### Membership goals:

**Done:**

#### **1) Email blasts:**

**Clarified terms of service contract:** Time limit per ticket? How many tickets included per module? Used to date? Date annual support ends?

#### **2) reports:**

determined \$ levels of annual giving for pyramid analysis

designed campaign perimeters- mths

planned Challenge grant procedure, alternate method to address SOLR folks

identifying desirable reports and use of required fields

Established campaign parameters: Jan-July and Aug to Dec.

ID'ed Mailings' response rates to test various methods

Created monthly unsolicited codes connected to campaigns

I.D. & track *Challenge* folks by season, frequency of giving / Challenges can now be tracked at two levels in MemSys. Each pledge Break record can be checked if it carries a challenge. Also, individual pledges can be checked as being challenge pledges. The checkbox fields are present and data entries are permitted. However, none of the canned

pledge reports as yet exploit this information. You may query the pledge file to audit challenge and non-challenge pledges. Checked fields are stored as "Y" and unchecked fields are stored as blank.

- We will query > \$240 lump sums who gave last spring Jan-July
- We will check "challenge" box and break number IF specific show requested by member, as we create pledges for all lump sum challenges.
- Do not challS and challF to designate a season as source or response code
- Designed process to correlate with campaign reports

### 3) Dev Com support

- Develop donors' contact & upgrade strategy by groups- established \$amt levels

### 4) Customized Mailings:

Updated giving levels for lapsed mailings- increased amts mentioned, re-designed form

### To Do:

1) **E-mail blasts:** Purpose- communicate more frequently & specifically with targeted populations and those who do not use or want paper mail to increase # of new members, to keep members current, increase frequency and \$ amt given. Compared costs/features of *Vertical Response* & competitors. Projected future use volumes. (See chart for details). Established a schedule that does not exceed free monthly use limits. Listed by priority.

Individually customized blasts- more difficult to design, run monthly

1. Thank-you note for lump sum & 1<sup>st</sup> SOLR payments (not just auto reply web donations)
2. Annual tax receipts: solicited preference TY, created new code ETAX. Send preference e-mail next year to opt out of mailed receipts. Run January.
3. Bills monthly to improve fulfillment; separate SOLR "reminder" to start set-up

Generic message blasts- monthly

4. Snail mail update requests to "ZC"
5. SOLR annual anniversary : appreciate, offer annual gift, features & benefits, upgrade
6. New members: 6 mth & annual anniversary

Generic message blasts- periodic

7. SOLR upgrade message before drives
8. Prospects from ticket giveaways, outreach, those who gave < minimum "D" flag. Run Feb, May, August (non-pledge-drive months)
9. Supporters of special shows (relevant news, events, FACEBOOK links) quarterly goal depends on DJ/host groups

### 2) Reports

- Financial audit payment records
  - Daily register to proof entries
  - Income analysis of renewal rates, pledge fulfillment, average gift, geographic region, by codes ( source, purpose, response methods. Can add AM major donors)
  - Installments & EFT's: current vs. past due for improved fulfillment
  - Revenue planning: budget/expenses
  - Compare fiscal years by months
- Donor solicitation mailings- greater segmentation to customize message
- Renewal series codes: lapsed members analysis: I.D. patterns to develop strategies
- Expiry date notification on installments (need Card Card module)
- New members- used to call on anniversary. Run monthly

### 3) Dev Com support

- Major Donor profiles, frequency and preferences of contacts-How to wo/Major Giving module?
- Develop donors' contact & upgrade strategy by groups
- Select recipients of Estate Planning mailing

### 4) Customized Mailings:

- We can now include full program names in outputs of queries. For example, "African Roots" instead of "AFR", and so on. These fields can be merged into letters.
- Use of TAG FILES to eliminate duplicates while using more than one or within a file.
- Create an acquisition source code series for prospects & estate planning

### 5) Corporate Matching Grants

- Group by company for annual contact
- Create baseline as part of program re-invigoration
- I.D. prospects from data?

ID reports we want, prioritize and create schedule to implement; ID required fields

E: EFT fullfillment-

bills generated with EF checked vs. CK?  
wo/installment filled; w/ install tab (partially paid),  
use of Sustainer field for installments

E: How many mailing address updates needed from folks with e-mails in last 5 yrs? (info needed to schedule this run)

E: Selected Mail Chimp after option analysis.

Set-up Mail Chimp account for membership use with [membership@KGNU.org](mailto:membership@KGNU.org).

Charged if bounces? Clarify volume limits- maximum # of people in one blast or cumulative in the month?

Consult with Alexis for how to customize salutations and \$amt fields

E & N set up query to use monthly.

E & N: Clean up source, response method codes (& use) to implement future plans (*WEB*, *Unsolicited*, Rollovers on installs, annually each). Eg. Override if WEB for YE or CC2013.

T: Exploring option of FMU's database system

N & E: develop implementation plan for e-mail blasts: define source code use (distinct code per email type? Show code on web pledge printout?), retrieval/maintenance technique, evaluation method, op-out method

N: Research how other MEMSYS users get the most out of these modules.

E: How to enter data for SOLR monthly retrieval & e-mail association (for anniversary): Flag rollovers with monthly code such as SUS01 for Jan, or query ROY flag per date?

N: Explore fields & retrieval options for business addresses.

N: Get a report from bank of active SOLR to compare with our data.