

MINUTES OF THE KGNU BOARD OF DIRECTORS MEETING

Monday, March 14, 2016□

4700 Walnut St., Boulder, CO 80303

Board Members Present

Jon Walton, Chair

Liz Lane, Vice Chair

Risë Keller, Secretary

Joy Barrett, Treasurer, participating via teleconference

Jeannie Brisson

Eugene Stan

Tim Russo, Ex-Officio, non-voting

Robin Van Norman, participating via teleconference

Board Members Absent

Gavin Dahl

Guests

Michele Barone

Guy Errickson

Barbara Stern

Tim Wintemute

Selena

Phranke Zygmunt

6:13 pm - Meeting called to order by Jon Walton

Agenda approved

February minutes approved

PUBLIC COMMENT

Michele Barone asked whether there is a mechanism for participating in Public Comment at Board Meetings without being physically present.

Michele asked several questions. 1. How many applications for the development director position were received? Folks responded that it isn't particularly relevant how many applications came in, but there are multiple good candidates among the applicants. 2. Who is on the search committee? Answer: Jeannie Brisson, Barbara Stern, Wally Wallace, Ron Nadel, and Roz Brown. 3. Would the Board would be willing to limit the funding for the Development Director for one year with specific milestones that must be met in order to continue funding the position? Jon commented that this is the Station Manager's hire and salary decisions are within his purview. Liz said she would communicate with Ron Nadel (the Development Committee chair) about how to communicate these kinds of things to the KGNU community going forward.

STATION MANAGER'S REPORT: Tim Russo

Membership: The On-Air portion of the Spring Membership Drive generated pledges, new members, renewing members, additional contributions, walk-ins, challenges, and Sustainer of Local Radio (SOLR) call-ins to support shows with no additional contributions. Transitions to SOLR membership have increased. This is the type of information that the newly designed tracking and tally sheets allows us to easily monitor from drive to drive.

Events: The Funky Good Times event at Boulder Theater put on by Mountain Sun Pubs was very successful. We are waiting on the Mountain Sun to inform us on the final donation that will be made to KGNU. They seemed very pleased to continue to work with KGNU on this event now that we are more involved in supporting the benefit.

Amy Goodman will be doing a fundraising event for KGNU on April 21 at the Boulder Theater, at 7:30pm. KGNU helped to launch the Truth in Media series events in coordination with the Alliance for a Sustainable Colorado, Common Cause, the Colorado Independent, and Democracy Now. KGNU will highlight and promote these events on air and on the News website. We will host Bob McChesney and John Nichols on April 14 in Boulder on April 15 in Denver (see the Events Committee update below) as a part of this series. KGNU forms part of the strategic coalition and the events committee for Truth in Media.

Report to the Listeners: On March 1, I was invited onto the Morning Sound Alternative to offer a 30-minute Station Manager Report to the Listeners. That can be found in the archives. We will work to offer a periodic on-air report to the listeners. No regular dates have yet to be established.

AM / FM Signals: The FCC AM Revitalization Act is in full swing as of January 29, 2016. We are exploring options to take advantage of the one-time opening at the FCC to research the possibility of acquiring an FM translator.

Staffing: KGNU will be interviewing five semifinalists for the Development Director job opening this week. The search committee is on track to make a recommendation that we make an offer (if compelled to do so) by the end of March.

Staff Reports: Staff has been asked to prepare short reports to the board on a monthly basis. Included here are staff reports for February. [These reports are appended to this document.]

EXECUTIVE COMMITTEE: The Executive Committee met on Tuesday, March 8, to set the agenda for this meeting.

DEVELOPMENT COMMITTEE - Liz Lane

The search subcommittee is interviewing candidates. The other subcommittee is exploring and applying for grants.

Next meeting: Thursday at 6pm.

PROGRAM COMMITTEE - Gavin Dahl

Program Committee met and reviewed feedback to recent afternoon news programming changes. Overall, listeners were supportive of adding Reveal on Tuesdays at 4pm and Richard Wolff's Economic Update on Thursdays at 4pm. Moving Thom Hartmann to Wednesdays at 4pm was not quite as popular since many listeners like him, but others do not. Some listeners are disappointed Democracy Now is no longer available on KGNU during weekday afternoons. Maeve is continuing to tabulate responses as they are received.

Meanwhile, the reviews of policy documents continue. Non-Commercial Policy, Indecency/Obscenity Policy, Elections/Candidates/Endorsements Policy and other key

documents are getting updated and should be complete in time for release ahead of the April retreat.

Program Committee will start doing regular show evaluations again at our April meeting. The committee recommended saying no thanks to a recurring proposal by Dan Culberson to replace Dark Cloud's weekly commentaries during music programming.

Upcoming meetings: Tuesday March 22, 6pm - Denver

Tuesday April 26, 6pm - Boulder

Tuesday May 24, 6pm - Denver

Write to gavin@kgnu.org if you are interested in joining the committee or attending these meetings.

EVENTS COMMITTEE - Risë Keller

KGNU's 2016 Mardi Gras net proceeds were \$1962.

KGNU did not make money on the John Kiriakou speaker events, but they raised awareness of KGNU.

We are bringing The Nation's Robert McChesney and John Nichols, co-authors of the new book **People Get Ready: The Fight Against a Jobless Economy** (and several other titles), here to give two talks this month: one at First Congregational Church in Boulder on Thursday the 14th and one at the Alliance Center in Denver on Friday the 15th. Both talks will be at 7:30.

Tickets will be \$10 in advance for KGNU members with a code, through Brown Paper Tickets, \$15 in advance for the general public, and \$20 at the door. They will sell books at the events.

We are bringing Amy Goodman here to speak on April 21 and are looking for a venue.

Jon asked that Events Committee come to the Board at the May meeting and explain to the Board what a "signature event" is. He would like to know which events are "signature events" and which events are fundraisers, and how much the committee expects to raise on these events over the next couple of years.

BUDGET COMMITTEE - Joy Barrett

Attached please find the budget vs. actual tallies for the first four months of the fiscal year, i.e., Oct. 2015 through Jan. 2016 [to be appended to the final minutes PDF]. One document is the expanded version and includes breakdowns of various categories. Here are some noteworthy points about income and expenses.

Income

There have been no bequests so far this fiscal year.

Underwriting is coming in at 75% of the budgeted amount. (This percentage is growing slowly.)

Business & Industry Match is less than usual, but those things can come in spurts.

Car donations are strong this year.

CPB funds came in less than the budgeted amount, as we discussed last month.

Memberships - AFTs are already over the budgeted amount of \$12,500 per month. Colorado Gives Day raised more than last year and more than budgeted amount. Year-end donations came in less than expected. Other memberships will likely remain below budget for the year unless there is a drastic change in the next few months.

Expenses

IT is over budget by more than \$1000 due to overlap during transitions in Streaming services, this will go down.

Office supplies generally is over budget the first half of the year due to drive and year end items and will likely even out as the year goes on.

Pacifica Affiliate Fee was renegotiated and reduced by \$2000 this year.

Telephone - The Birch Communications charge for about \$2900 in December should be refunded soon.

Other Budget Updates

Willow has returned as one of the point-people for KGNU accounting matters. She does not think that an amended budget is needed for the Development Director hire, simply Board approval to pull from cash reserves. Our budget would then show a negative balance at the end of the year, which -- while not optimum -- does not have serious consequences.

Please note that on reviewing my files from last month's updates, I mislabeled the Oct. - December budgets as 12-31-16. Please change these in your records to 12-31-15.

The Budget Committee has not met recently. In the near future I will be polling members to determine a date for our spring meeting, which will launch the cycle of reviewing the current FY and starting work on preparation of a draft budget for the new FY.

Tim commented that when the CPB calculates non-Federal funding sources (NFFS), the more non-federal dollars we raise in 2015 (Capital Campaign, in-kind donations, and non-federal grants), the bigger our CPB contribution in 2017 will be. Tim said we are now tracking in-kind and trades better in order to increase NFFS Revenue in turn boosting overall CPB income. Tim suggested that Jon and Joy meet to answer some of the ongoing budget questions.

KGNU Retreat - Rise Keller and Liz Lane

The retreat theme is "Advancing KGNU - From vision to real world impact." The retreat will be at Skylite Station (910 Santa Fe Dr., Denver) on Saturday, April 9, from 9am-4pm. The morning plenary will be a workshop led by Michelle Maloy Dillon focused on aligning the KGNU community with KGNU's vision and giving individuals opportunities to achieve goals in our Strategic Plan. Skills-building breakout workshops after lunch will emphasize show forward-promotion strategies and tactics. At the end of the day, we'll gather and share each person's takeaway for the day.

NEW BUSINESS

Liz made a motion that the Board authorize the Station Manager to take up to \$30,000 from cash reserves to fund salary and benefits for the Development Director through September 2016. The motion passed.

Joy asked that we figure out a process and lead person who can help remote participants in Board meetings connect.

Joy brought up the idea of getting on-air volunteers involved in off-air volunteer efforts.

Tabled until April meeting.

Joy brought up the issue of the Bylaws language about mandatory physical attendance of the KGNU Annual Meeting. We agreed to defer this discussion to the April meeting.

Joy asked: Should we develop a system for checking in on progress toward retreat goals?

Guy said he was asked by the Program Committee to ask that the show staffing sheets be posted outside the studios so that it is clear who is scheduled for upcoming shows.

8:52 pm - Meeting adjourned

APPENDED REPORTS

STAFF REPORTS FOR MARCH 2016 BOARD MEETING

Membership Director Report

Membership is focused on the upcoming drive. Six new captains have stepped forward and all have benefited from the new training video. Hopefully this will improve customer service with greater accuracy at the time the pledges are taken.

We'll try making out-going calls to lapsed members when the phones are over-staffed for demand. We'll also try taking more pledges directly onto our web donation form, again for better service.

The pre-drive potluck was upbeat; with 2 minute IGNITE presentations of peer training tips. These will be on our website, shared around and be added to as a series of training videos for volunteers.

New thank-you gifts include summer baseball caps in red or brown, and t-shirts for Dusty Grooves and AfterFM.

We'll use several new spreadsheets to capture more detailed information about show performance during the drive.

Digital Content Manager Report

February work focused on engagement with Audience Engine (AE) to use in new web framework. Looking to determine best first steps to have architecture in place ready to plug in with AE. Spintron seems to be a viable candidate to use for playlists, especially given its merger with AE and features slated for its next version. Would greatly simplify music reporting and web publishing of playlists.

We discussed a May 15th goal for having a new web site, pending scheduling and release of AE components.

Online survey posted for listener feedback of recent programming changes.

Development of content, art, for newsletters, web content for drive.

Operations Director Report

Exciting possibilities for WFMU's Audience Engine and Mynte(online Membership/campaign) platforms.

Attended CiviCRM Day, an all-day evaluation seminar on the many aspects and uses of CiviCRM, which focused mostly on contact management, relationships, segmentation, etc. CiviCRM is aimed at nonprofits in general, so making it work for public radio fundraising would take a bit of crowbarring. Functions such as email list management, payment processing, and many predefined reports are built in. With more conversations with WFMU's development team, perhaps this will be a useful tool for our membership database.

Secured the refund of the early termination fee charged by Birch, and the equipment return.

We should see a compensation check in March.

After working with a number of online streaming aggregators such as TuneIn and iTunes Radio, I was finally able to complete the switch to StreamGuys for our KGNU live streams and lower our service level at PEER1.

Created a collaborative account at MailChimp, and worked with Nikki on sending the first email using the service.

Contacted Gregg Miller at Denver Drywall with a formal last request for repair at the AM transmitter site. Repairs were finalized prior to March board meeting.

Regular trips to the Denver studio for maintenance and repair. Installed a replacement CD player.

Met with Tim and a new credit card processing service provider, and signed a contract with them. The new, less expensive service was installed the second week in March.

News Director Report

We moved ahead with afternoon program changes for Tuesday, Wednesday, and Thursday. On Tuesday 4-5pm we're airing Reveal. We have moved Thom Hartmann's hour to Wednesdays at 4pm and added Richard Wolff's Economic Update to Thursdays at 4pm. The Program Committee had an extra meeting in February to review the changes and listener feedback which has been mostly positive in favor of the changes. Many listeners have expressed a desire to have Democracy Now repeated in the afternoons in addition to the new shows.

On March 7 a group of seniors from Manual High School in Denver will come to the studio in Boulder with their teacher Olivia Jones and they will record their own poetry which we will air in the Morning Magazine. Volunteer Robin Claire will help the news department work with those students on that day. We are also arranging to have another group of students from Manual High visit our Denver studio to record some of their commentaries on the elections. We are planning some exciting programs for the upcoming membership drive including John Nichols and Bob McChesney joining us live on the first morning of the drive, March 2. They'll be talking about their new book and promoting the upcoming KGNU benefit event in April.

Music Department Report

Things already in motion:

The Library rearrangement is complete! Volunteer Gary Welborn finished moving all genres into a logical arrangement and labeled the shelves.

SoundExchange reports have been edited. They need to be sent to Matt to be formatted, and then we can send them in, reporting for the weeks of Feb. 1-14.

Sharing music dept. info and news has become a quick update with boards by the office and in the Red Studio, sharing volunteer opportunities, charts, and more.

Also...

Saturday Transitions continue to be an issue. After speaking with staff, the issue seems to be one of accountability and training.

A volunteer could be needed to sit in a few hours Saturday afternoons to oversee transitions. Training for Saturday music DJs is needed for these transitions as well.

Accountability seems to be paramount here - leading into...

Creating uniform policies and procedures for DJs and volunteers, including accountability measures and files for each show to document histories.

Meeting with Erin proved helpful, with a decision that she will come in after the Pledge Drive, and she and I will be training together so we both know the entirety of the job, then dividing department duties per our strengths and interests.

Bigger Projects for the Future:

Handbook, music in Denver, and creating a comprehensive database will be big focuses once the Drive is over.

Looking into creating monthly emails for DJs that can serve as refreshers on FCC rules, station policies, and more.

Erin Roberts began work today March 14, 2016.

Denver Program Manager Report

February in Denver finds us making preparations for the summer festival season. I have lined up our outreach tables in exchange for Community Calendar Sponsorships for the 5 Points Jazz Festival, Juneteenth, and the People's Fair. Outreach season begins with Spring Fling on the Auraria Campus April 20th and 21st. In addition we have secured space to conduct our special live remote from PrideFest Denver.

I wrote and submitted our grant report and new application to the Peyback Foundation, in hopes they will fund our Youth Internship partnership with Denver Public Schools ACE Career Paths for a second year.

Promotion for the John Kiriakou event reacquainted staff with the evolving poster and promotional landscape downtown. We worked with a film crew from Denver Open Media to capture the Denver Kiriakou talk, and an edit of the event is near completion. We finished and submitted our videos for "The Visual Audio Club" youth music workshop as well as the Don Miguel Ruiz talk. Next video effort in Denver will be the trainings for beginning production for Metro TV on DOM CH 57.

I engineered a number of interviews for KGNU's News Dept., as well as two ISDN rentals for the NPR show Marketplace. New needles were purchased for the turntables, and a CD player was installed to replace one that developed chronic issues.

The studio continues to be tightly scheduled, with training for new volunteers happening five days a week, usually in both the 3:30-5:30pm and 5:30-7:30pm slots. New producers for Metro Arts are Crystal Jacquez and Kristine Schaefer, both of whom are developing their interviewing and editing skills. Sleepless Nights host Annemarie Lombard aka "poprocks" moved back to Austria, her ancestral homeland. While her Venus Frequency show will be missed, she has connected me with a good contact at the Curtis Hotel.

Promotions Director Report

None submitted

Underwriting Report

Denver underwriter David Cartwright has begun to create an underwriting brochure. He has an initial draft that we will work on to finalize. He has also brought several additional proposals to the table to boost underwriting sales for the Program Guide including having a business card insert for sponsoring businesses to have a business card sized ad at a reasonable rate. He is working on an updated UW contract for businesses and an up to date presentation package for approaching businesses.

There are still no definitive sales to date in Denver however David feels confident that with the new materials that he is producing he will have a more solid set of tools and packages to offer businesses.

Boulder underwriter Kenneth Flowe has locked down two new contracts and is pursuing five additional contracts that he deems hopeful in the next two months. We are working to create monthly and quarterly goals for businesses contacted and successful sponsorships.

BOULDER COMMUNITY BROADCAST - KGNU
Profit & Loss Budget vs. Actual
October 2015 through February 2016

	Oct '15 - Feb 16	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Bequests/Planned Giving	0	6,250	(6,250)	0%
BME Affinity Program	0	400	(400)	0%
Bus & Ind Underwriting	13,125	20,834	(7,709)	63%
Business & Ind Match	1,441	3,125	(1,684)	46%
Car Donations	13,005	8,334	4,671	156%
Corp'n For Public Broadcasting	66,270	70,000	(3,730)	95%
Grants - Unrestricted	1,000	0	1,000	100%
Interest & Dividends	327	0	327	100%
Memberships	229,272	234,791	(5,519)	98%
Miscellaneous Income	407	1,041	(634)	39%
Program Guide Ad Revenue	240	0	240	100%
Raffles	216	250	(34)	86%
Special Events Income	19,264	3,125	16,139	616%
Studio Production Time	2,085	3,125	(1,040)	67%
Volunteer Training Fees	1,140	1,459	(319)	78%
Total Income	347,792	352,734	(4,942)	99%
Expense				
Bank Charges	2,814	3,125	(311)	90%
Cash Reserves/Debt Service	16,667	16,666	1	100%
Commissions	3,328	5,291	(1,963)	63%
Dues & Subscriptions	5,075	5,200	(125)	98%
Employee Benefits	24,875	25,000	(125)	99%
Employee Bonus	0	0	0	0%
Employee Search	1,096	625	471	175%
Fund Drive & Premium	2,742	1,875	867	146%
Hospitality	228	416	(188)	55%
Information Technology	6,195	4,584	1,611	135%
Insurance	7,360	7,500	(141)	98%
Interest Expense	1,200	1,200	0	100%
Janitorial	1,166	1,241	(75)	94%
Labor	885	1,375	(490)	64%
Mortgage Interest	6,489	6,347	142	102%
Office Supplies	6,904	5,000	1,904	138%
Outreach/Promotion	406	2,291	(1,885)	18%
Postage	3,687	3,125	562	118%
Production Supplies	1,048	1,459	(411)	72%
Professional Development	150	2,083	(1,933)	7%
Professional Fees	11,239	15,775	(4,536)	71%
Program Acquisition	17,956	20,472	(2,516)	88%
Program Guide Expense	1,020	0	1,020	100%
Rent - AM Tower	13,500	13,500	0	100%
Rent - FM Tower	8,214	8,067	147	102%
Rent - Denver Studio	3,097	3,100	(4)	100%
Repairs & Maintenance	2,504	2,709	(205)	92%
Salaries	130,258	128,194	2,064	102%
Satellite Interconnect	8,953	8,800	153	102%
Special Events Expense	4,265	0	4,265	100%
Storage	360	360	0	100%
Taxes - Other	110	125	(15)	88%
Taxes - Payroll	10,700	11,165	(465)	96%
Telephone	10,550	8,541	2,009	124%
Utilities	6,275	7,500	(1,225)	84%
Total Expense	321,315	322,711	(1,395)	100%
Net Ordinary Income	26,477	30,023	(3,547)	88%
Net Income	26,477	30,023	(3,547)	88%