

KGNU Board Meeting Minutes

Monday, June 13, 2016

700 Kalamath St., Denver, CO 80204

Board Members attending

Jon Walton, Board Chair

Liz Lane, Vice Chair

Jeannie Brisson, Treasurer

Risë Keller, Secretary – participating by teleconference

Eugene Stan

Gavin Dahl – teleconferencing

Robin Van Norman – teleconferencing

Tim Russo, Ex officio

Guests

Dave Ashton

Joy Barrett - teleconferencing

Ginger Perry

Barbara Stern

Marge Taniwaki

Louis Wolfe

Tim Wintemuth

6:10 pm - Meeting Called to Order

Public Comment

Tim W. : Last month we started the Denver Action Group, with Dave A, Sarah S. (See Announcements, below, for meeting times and places.)

KGNU Station Manager Report - Tim Russo

Programming: The News Department is working on a collaborative project with the Colorado Independent to produce an afternoon headlines service that would start KGNU's afternoon news and public affairs programming during the week. Initially the CO Independent will produce the content and KGNU will voice, mix, and air the headlines with an additional afternoon Community Calendar at 2:55pm. The service is scheduled to begin shortly after the Summer Mini Membership Drive and June's Program Committee meeting.

Starting in July, the BBC will broadcast the morning News Hour show at 8am MT (currently we air it live at 6am MT.) The new shows that will replace it are:

- 1) 6:00am The Newsroom (6 minutes of headlines from 6:01-6:06am, followed by The Newsroom, which runs 23 minutes)
- 2) 6:30am Business Daily / Witness (2 minutes of headlines from 6:30-6:31, followed by Business Daily, which runs 15:30 minutes; and Witness, which runs 9 minutes)

Summer Mini-Membership Drive: The KGNU Summer Mini-Membership Drive is scheduled from June 21 (during just the morning news block) thru June 26th (ending with the New Age Block). The Membership Director has established a \$35,000 goal to meet the fiscal year's membership goals. SOLR memberships have continued to steadily rise through the spring. Messaging will focus on additional contributions and new members specifically.

FCC: KGNU passed an ABIP Alternative Broadcasting Inspection for the FCC today.

Certification of the inspection will be sent during July. Our next scheduled ABIP will be in 3 years. The FCC may still inspect KGNU but must schedule an inspection with prior notice. The ABIP certification staves off spot, unannounced FCC inspections.

Staffing: KGNU's Promotions Director Wally Wallace has resigned. Wally will continue to be involved as a KGNU volunteer and has offered generous transitional support for the person or persons who take on the interim duties of Promotions. Development will absorb certain duties including underwriting supervision, business trade acquisition, certain Events Committee support etc. Wally's last day will be June 30th. A general announcement to Volunteers will be made once interim duties are defined.

NFCB Conference: KGNU was a Host Station for the NFCB (National Federation of Community Broadcasters) 40th Anniversary National Conference held in Denver. Most KGNU staff attended the professional development training tracks at the conference, several volunteers, board members, and committee members also attended tracks during the 4-day event. Very positive feedback from attending stations has come back about the Conference and KGNU's presence there.

Executive Committee: The Board's Executive Committee met on Tuesday, June 7, to set the agenda for this board meeting.

June 2016 Budget Report - Jeannie Brisson

Budget overview ending April 30, 2016 is on par with the fiscal year. Noticeable changes include the first month of the Development Director's salary in the budget. Accounting made an error in the calculations for the end of FY 2015-2016 projection of salaries based on the additional salary. Calculations were underestimated at the May board meeting. The actual projection is roughly twice the amount originally projected. Information Technology expenses have been adjusted to account for costs of ISDN lines that were included over many years in Telephone, lowering the telephone line item costs but raising the IT line item costs. The new proposed budget will project based on the shift of expenses within these categories. The July budget report should reflect deposits of \$20,000 grants. Jeannie Brisson has taken over as Treasurer and will be scheduling the next Budget Meeting in July.

Jon recommended reading the budget carefully, emphasizing that we have an impending shortfall in part because of the above accounting error.

Strategy Committee Report - Jon Walton

Excellent progress is being made against the top 2016 strategic priorities. All items are In Process or Complete with many supporting activities underway also (see the table below). The hiring of Sarah Shirazi addressed a key priority to have a staff role focused on development activities.

While changes and improvements to the KGNU website continue, some aspects are on hold due to vendor software delays. Both Spinatron and Audience Engine should have new products available for our assessment in the coming months. Some of our integration provided by these tools will be delayed accordingly. These software upgrades have also delayed our ability to complete the digital studio board evaluation process.

The station has provided a number of opportunities for professional development and training to the community and staff already this year with more planned. These include conference attendance, seminars, and training sessions for on-air volunteers.

Two areas needing additional community support: 1. A working group to define KGNU’s target audience. 2. A small, agile data group to help with analysis and tweaking the MEMSYS data and reporting functionality. The committee will work with the owners of these items along with the Station Manager and Board to form these groups.

KGNU Key Strategic Priorities - 2016

May 2016 Status	Item
<p>Complete</p> <p>Sarah Sharazi hired as Development Director</p>	<p>Develop a staff role responsible for fundraising and development activities. Supporting our Action item to “Develop staffing model that supports the future growth, health and diversity of KGNU”</p>
<p>In Process</p> <p>Awaiting Spinatron & Audience Engine software releases to determine backend infrastructure for site</p>	<p>Modernize KGNU.org’s appearance, functionality and navigation. This is in support of our Objective to provide an online presence that is timely, relevant and reflective of the station’s active environment.</p>
<p>In Process</p> <p>Various trainings held to date (e.g., production, promos, volunteer), NFCB conference, RIMCOR</p>	<p>Provide professional development and training to the KGNU community</p>
<p>In Process</p> <p>Has dependencies on other Capital Campaign items and the above mentioned backend software decision.</p>	<p>Upgrade KGNU’s digital studio infrastructure</p>
<p>In Process</p> <ul style="list-style-type: none"> • Denver Action Group met 18 May • Recommend establishing a sub-committee or working group to define the target audience 	<p>Define KGNU’s position in the markets we serve (radio, media and geographical) and the alignment our services for these markets.</p> <ul style="list-style-type: none"> • Develop an Action Plan to increase our support in the Denver market (Denver • Define our target audience in demographic terms such as age group, sex, education and occupation
<p>In Process</p> <p>Need a data group to help with Memsys analysis of fields to collect and use</p>	<p>Increase membership across relevant demographics e.g., geography, socio-economic status, age and ethnic</p>

Announcements

Tim W. – Denver Action Group will meet the third Wednesday of every month, with the next meeting Wednesday, June 15 at 6pm at the Denver studios, and July 13 the following meeting. A smaller group plans to meet the first Wednesdays of the month at 6pm at the Denver studios.

The Record and CD Sale is scheduled for Sunday, August 28, with a follow-up on our KGNU birthday, **Friday, Sept. 2**. With a live edition of Blues Legacy on TV and radio, band to be determined.

Policies and Procedures - Liz Lane

Section 13 of the Bylaws addresses how the Policy File is put together, regarding how KGNU functions.

- Conflict Resolution
- Volunteer Agreement
- On-air Volunteer Agreement

Proposal: Create a subcommittee under Strategy Committee to address completion of these policies and procedures and agreements.

Marge and Risè agreed to be part of this group.

Fort Collins Translator Opportunity - Tim Russo

KGNU has located an opportunity to acquire a new FM Translator in Fort Collins. Vic Michaels of Mountain Community Translators, LLC has approached KGNU to offer a FM translator swap, swapping KGNU's K206DB for Mountain Community Translators, LLC K264CH translator on Horse Tooth Mountain. Gray Haertig & Assoc. vetted the engineering on the proposal and suggests that K264CH on 98.7FM offers much superior coverage compared with KGNU's K206DB. Mr Haertig suggests that KGNU should take advantage of the proposal to swap the translators. He suggests that the translator could be moved in the future to improve the power and better protect itself against encroaching signals. KGNU's in-house Counsel reviewed the initial swap AEA Asset Exchange Agreement and is in the process of updating it. Our DC lawyer with Melodie Virtue and John Crigler will review the AEA proposal and FCC files prior to filing with the FCC, should the KGNU Board choose to move forward with this proposal. Advantages of moving forward with the proposal would be improved coverage of the Fort Collins area. I recommend moving forward with this swap as soon as possible. The initial lease proposed by Mountain Community Translators for tower/translator rent would be \$300 to \$400/month (roughly \$4800/year maximum). KGNU still retains \$4250 in a Translator Escrow Fund that could be used to cover the first year's costs while membership is developed in Ft. Collins.

Timo agreed to move ahead with the Fort Collins translator opportunity.

Denver Opportunities related to the AM Revitalization Act - Tim Russo

Ongoing studies are underway to determine engineering and legal feasibility for expanding KGNU's coverage with the acquisition of FM translators for the AM signal. Gray Haertig & Assoc. have vetted engineering data for two possible frequencies in Denver at three potential tower sites. The only viable antenna site at present is the Zeppelin Tower site where Denver Open Media's KOMF is co-located.

Documentation is attached with coverage maps for Denver. A 250-watt FM Translator on the proposed frequency could be located at the Zeppelin tower site offering potential listening coverage on FM to roughly 1,000,000 people.

The AM Revitalization Act closes the first window for Class C and D AM stations on July 29th. Engineers and Melodie Virtue's law offices agree that if this window can be taken advantage of, eligible stations should do so. 1190 AM in Boulder is a station that has recently moved a FM Translator to Boulder with initial success.

Available FM translator frequencies have been offered for lease/purchase for \$30,000.

Virtue's offices said that this price for the filing they have performed is on par with the national cost and actually less expensive than most major urban areas. Mountain Community Translators has offered a frequency at this price to be paid on a monthly basis.

Additional data needs to be acquired to make a final determination, including potential impact according to CPB on minimum membership level eligibility by adding a Fill In translator, additional frequencies and or tower sites.

Potential Advantages: Additional Denver Coverage to expand Denver Market, Better higher quality FM signal for Denver, backup signal for AM, better signal coverage on FM for future Split signaling, increase in AM value (translator is attached to AM programming for 4 years by law).

Possible Pitfalls: Economic investment with no return, limited signal, or possible signal interference from larger stations.

Timo said he would move ahead with the Denver signal proposals.

Nominating Committee - Joy Barrett

On behalf of the Nominating Committee, Joy presented Barbara Stern as a Board candidate.

The Board entered Executive Session at 8:45 pm to discuss sensitive matters related to employees.

The Board came out of Executive Session at 9:18 pm.

New Business

None

New Board Candidate

The Board voted on Barbara Stern's Board candidacy.

Barbara Stern's candidacy was approved by a quorum of Board members.

9:20 pm - Meeting Adjourned