

KGNU Board Meeting Minutes
Monday, October 10, 2016
KGNU Denver Studios
700 Kalamath St., Denver, CO 80204

Board Members attending

Jon Walton, Board Chair
Liz Lane, Vice Chair
Jeannie Brisson, Treasurer
Risè Keller, Secretary
Roz Brown
Eugene Stan
Barbara Stern
Robin Van Norman – teleconferencing
Tim (Timo) Russo, Ex officio

Board Members absent

Gavin Dahl

Public attending

Dave Ashton
Marge Taniwaka
Lewis Wolff

6:00pm Meeting called to order

September Minutes approved

Public Comment

None

KGNU Station Manager Report - Tim Russo

Programming: Program Committee met in September as planned, to continue evaluations of programs and to test the digital evaluation forms.

<http://www.kgnu.org/connections/9/16/2016> and

http://www.kgnu.org/audioarchives/ReggaeTransfusion/2016/ReggaeTransfusion_2016-09-14

.mp3 were the shows reviewed. The committee will continue to move forward reviewing two shows per month. The online evaluation forms were updated per suggestions of the committee and should be used for the next round of evaluations. The committee will meet again October 26th in Boulder. □

All Presidential and Vice Presidential debates are being aired live, preempting regular programming. The next and final debate is the October 19th Presidential debate.

▫Fall Membership Drive: The Fall Membership Drive is scheduled for October 12th thru 23rd. The drive goals and messaging will focus on new member acquisition as well as increased SOLR membership combined with the general principle of moving current members up in their giving levels. There is a 12-day \$120,000 on-air goal. The new online pledge forms and more secure credit-card interface should be ready for the pledge drive and the hope is that this facilitates donor ease and flexibility by offering to process both one time and monthly credit card payments in addition to SOLR AFT or electronic checks.

Technical: The AM transmitter recently had some work done installing and adjusting repaired power modules. We are close to full power on the AM although our engineer is still finding high SWR (power reflection) coming from the antenna. He'll continue to do additional tests to determine if the ATU needs calibration. KGNU filed with the FCC all required paperwork for the Fort Collins Translator. We will monitor progress in the CDBS FCC database. Turnaround times at present are unknown but a determination could be as soon as the end of October. KGNU has been working with RadioRethink to continue to update the mobile player, its offerings, and capabilities. As of this morning both the KGNU and AfterFM mobile players have been updated and users can toggle back and forth from KGNU to AfterFM from a single player saved to their mobile devices.

Recognition: The KGNU News Department volunteers and Maeve Conran were awarded the Boulder County BoCo Community Resilience Award during the BoCo Resilience Summit, held in September. This adds to the 2016 Best of Boulder recognition, the PRNDI 1st place award and the League of American Bicyclists Silver Award recognition in 2016. KGNU is also in the process of updating its Boulder facilities to become a Breastfeeding Friendly business per the Boulder Breastfeeding Council's recommendation and acknowledgment program.

CAB: The KGNU Community Advisory Board (CAB) met on October 3rd at 6PM in the Denver Offices at 700 Kalamath St. CAB members Thia Gonzalez and Louis Wolfe were present along with Denver Program Manager and KGNU Station Manager. Full Minutes and recommendations will be provided to the Board of Directors and CAB members, and will be posted online at KGNU.org for the general public.

Executive Committee: The Board's Executive Committee met on Tuesday, October 4 to set the agenda for this board meeting.

Budget Committee - Jeannie Brisson

The Budget committee traditionally does not meet from September through December. We will meet again in January.

Profit & Loss through August 2016

The August numbers are within \$8,900 of making budget. The final total will be completed when September numbers are in.

Income

Bequests remain at 0% of the budgeted amount.

Business and Underwriting is down at 65% of budget. We know this is an area that needs to be addressed soon.

Business and Industry match is down at 69%. Again, this requires some focus on the right outreach approach to get more visible with employee/corporate giving.

Volunteer training fees are up at 132% of budget. Grants are up at 136% of budget.
Car donations are up at 144% of budget.
Raffles are up at 161% of budget.
Special Events are up at 272% of budget.
Total income line is at 100% of budget, under budget by \$650.

Expenses

Outreach and Promotions expenses are down by 31% of budget. This is probably not a line item reduction we want to see. We need as much exposure and self promotion as we can accomplish.
Hospitality spending is at 66% of budget.
Commissions are at 69% of budget.
Fund Drive and Premium expenses are at 126% of budget. This was the result of a big purchase of schwag for the drives.
IT expenses are at 148 percent of budget.
Total expenses are 1 percent over budget, or \$8,250.
Marge suggested reaching out to Pat Stryker in Fort Collins as a major donor.
Roz asked about the business and underwriting being at 65% of budgeted income.
Tim said we need to update our underwriting materials and we need to look at the underwriting program. Some stations have guidelines about the percent of budget underwriting can contribute.

Development Committee - Liz Lane

The committee has formed multiple working groups. The grants working group has been researching foundations. The planned giving working group is looking at the plan and brochure. The committee has also been making calls to lapsed donors.

All-Station Retreat Planning - Risë Keller

The KGNU all-station retreat will be held in Boulder in late January 2017. We are starting to plan this and welcome ideas about themes, keynote speakers, and Boulder venues (the annual all-station retreat alternates between Denver and Boulder). Dates would be in late January – preferably the last weekend of the month. Venues: NCAR - Liz Lane will look into this; Risë will look into UCAR.

Dave Ashton reminded us that it is time to do another survey.

40-year anniversary planning would be a good activity for the all-station retreat.

Please email retreat@kgnu.org with ideas about themes, keynote speakers, or venues -- and/or tell us if you're interested in helping to plan the retreat.

Programming Committee

See Programming section in Station Manager report, above.

Strategy Committee - Jon Walton

The committee met on Sept. 20 to continue clean-up of existing plan and modifying new items. We had a discussion of how to allocate Gavin's action items.

Community Advisory Board Update - Timo

On the agenda was a review of new programming, and changes to the news schedule. Discussed Denver engagement: people aren't listening to AM much so it's good we have plans to add FM coverage in Denver. Talked about consistency in programming.

Announcements

Upcoming Events - Risë

Pie R Square - Saturday, November 12, 9am-1pm at the Boulder Studios. It is a pot-luck — everyone is encouraged to bring pies, sweet or savory. We can pass the hat for the Mouse Bradshaw Fund. We will have a Mouse lookalike contest.

KGNU Staff and Volunteer Holiday Party - Friday, December 9, 5-9pm at the Boulder Studios. Pot-luck.

KGNU Mardi Gras Benefit (with CFCZ) - Saturday, March 4, 2017 - Avalon Ballroom - Doors open at 6:30pm; Dance lesson at 7.

Public comment question

Michele Barone asked at the September 2016 Board meeting about whether there is a mechanism to provide public comment at meetings when a person cannot attend in person. We decided to continue to receive comments at board@kgnu.org email address. The board secretary (Risë) will acknowledge all the emails that we receive at that address.

Lewis noted that the Community Advisory Board is another outlet people can use to give feedback on the station, above and beyond the board@kgnu.org email alias and the comment line.

Board Retreat Planning - Jon Walton

This will take place November 5, 9am-1pm, at a location TBD

The focus: Develop an action plan to recruit committee members and engage volunteers to support committee work, KGNU's 40th anniversary, strategy updates, on-air volunteer agreement, data analysis, etc.

Liz will find out who is active on each committee and solicit information about committee strengths/weaknesses from the committee chairs before the Board retreat.

7:40pm Meeting adjourned