

KGNU Board of Directors Meeting

April 9, 2018

KGNU Denver Studios

700 Kalamath St., Denver CO 80301

Board members attending

Jon Walton - Chair

Liz Lane - Vice Chair

Risë Keller - Secretary

Roz Brown

Rebekah Hartman

Barbara Stern

Tim Russo (aka Timo) - ex officio

Board members absent

Elena Klaver Teleconferencing

Jeannie Brisson - Treasurer

Public Attending

Dave Ashton

Marge Taniwaki

Meeting called to order: 6:01 pm

Approval of March Meeting Minutes

March minutes approved

Development Committee - Barbara

Sarah has been establishing relationships with nonprofits who are now becoming Nonprofit Members. Our goal is to reach \$5000; so far we are at \$2100.

Ad sales for the KGNU Magazine have reached the goal of \$10,000.

We are researching what other nonprofits are doing for fundraisers.

The committee will be making thank-you calls to new members on Tuesday April 10 from 5-7 PM.

Next meeting: Monday, April 16, at 5 pm at the Boulder studios.

Program Committee - Rebekah

Discussion of how to provide feedback to DJs when things come up in show reviews. Indra is incorporating this feedback in her weekly music newsletters. A "DJ 102" course would also be a good tool for refreshing skills and disseminating information to more experienced DJs. The drive elicited good feedback from listeners. Reviewed an ASA and a Metro show. Indra will include a reminder about how to finalize playlists in her next newsletter. Rebekah will bring up FCC compliance and guidelines at the committee's next meeting.

Next meeting: April 24 at 6 pm, at KGNU's Boulder studios.

40th Anniversary - Roz

Talking with the Boulder Weekly and Westword about features about KGNU's 40th.

Boulder County Commissioners will make a proclamation on May 22 that May 22 is KGNU Community Radio Day. The City of Boulder will make a similar declaration.

Joel Edelstein is producing the show on KGNU's coverage of Rocky Flats that will air Monday, April 16. KGNU and the Spoken Word show will air April 31 (fifth Monday).

Next meeting: Wednesday, April. 20, at 5 pm, at KGNU's Boulder Studios.

Events - Rise

We've sold 98 tickets for the Daniel Ellsberg event (see Announcements, below).

Station Manager Report - Timo

Spring Fund Drive: The KGNU Spring Fund Drive concluded. The drive may have seemed a bit slower than expected. Development and Membership have started a deeper analysis of membership trends, in particular monthly credit card giving, and whether this affects on-air drives in a similar fashion as EFT giving. Overall membership giving is at a high point. We had roughly 100 new members join and over six other renewals or additional contributions. As of this writing we netted roughly \$100K including pre-drive mailings but not post-drive income. We expect a bump in the coming few weeks with responses to the post-drive renewal letter.

SVP: The communications audit is underway. Several interviews with hosts and DJs from Boulder and Denver are being held, using qualitative research methodology to take a broad snapshot of stakeholders' perceptions of and engagement with KGNU. Several focus groups will be formed for a series of three to five two-hour workshops in early May.

Capital Improvement Project and CCS: The Station Manager met with the City of Boulder Liaison for the community capital improvement projects to follow up on disbursement schedules required to comply with the minimum deliverable goals of our proposal to the City. Including digital upgrades, remodeling and necessary energy upgrades for a community and training space, we are starting with a baseline fundraising milestone of \$300,000. The City is drafting a possible disbursement schedule based on a remodel (refit and refinish existing spaces), pop-out (add and improve studio space and other infrastructure), or pop-up (build a second story) set of scenarios. Each scenario would require approved plans and contracts to be eligible to subsequent draws from city funds.

Legal - FCC: We continue to test the 99.1 FM translator located on the AM tower in Englewood. The new legal translator IDs on air have been updated and currently read:

Translator stations must make an ID announcement three times a day: "KGNU, Boulder, Denver with translators K229AC Nederland, K254CH LaPorte, and K256CT Denver, Colorado"

1. Between 7:55 AM and 8:05 AM,
2. Between 12:55 PM and 1:05 PM, and
3. Between 4:55 PM and 5:05 PM

Station Activities - Events: Ozo held a Thursday Night Throwdown benefit for KGNU in Longmont. This was a well-attended, fun event. Thank you Ozo!

Upcoming:

- On April 14, we'll bring [Juan Gonzalez](#) of Democracy Now for a speaking event. Motus Theatre will open, CIRC is a co-host, the Colorado Media Alliance and others are sponsors.
- [Daniel Ellsberg](#) event on April 28th at the Unity Church.
- KGNU will be a primary media sponsor at the [Longmont Cinco de Mayo celebration](#) on Saturday Cinco de Mayo (May 5th). We may live-stream portions of the event.
- Dining on Air is moving forward for May 19th. Hosts are volunteering and being selected. Please promote these events through personal networks.

Annual Retreat: The KGNU annual retreat is scheduled for April 21.

Executive Committee: The Board's Executive Committee met on Tuesday, April 3rd to set the agenda for this board meeting.

Nominating Committee - Joy

Board should review our Board numbers in July.

Next meeting: April 16, 2018, at 6pm, at the Boulder studios

40th Anniversary - Roz

Marketing Activities

- First 40th Anniversary Press Release issued; actual anniversary release scheduled ahead of 5/22
- Readied press release for Daniel Ellsberg event (April 28)
- Reworked 40th anniversary logo
- Ordered banners for outreach, etc.
- Ordered coasters for local breweries with KGNU 40th promotional info
- Selected T-shirt design and waiting to place order
- Close to ordering mugs for the 40th
- RTD promotion that will be featured on buses in March went out today. Bus-tail ads will run Feb. 26 - March 22 on three routes: SKIP, BOLT (Boulder to Longmont), and DASH (Boulder to Lafayette via Louisville); May or October if we see measurable results.
- Our Ozo's KGNU coffee blend is scheduled to go on sale February 23rd - another fundraiser thanks to Rebekah and Justin.

On-Air Programming

- Liz is leading the on-air promotions group. Now working on Best Wishes Birthday Messages - collected from KGNU current and former people, community members, musicians, etc.
- There have already been a couple Flashback 40 pieces aired during the news and public affairs programming at 8:35 on the third and fifth Monday. Upcoming programs:
 - Feb 19—Flashback 40 on KGNU's coverage of HEALTH, WELLNESS, and SPIRITUALITY.
 - March 19—KGNU and Women—FEMINIST FREQUENCIES.
 - March 24—Madame Andrews Special w/Ginger and Sam
 - April 16—ROCKY FLATS MONTH—we have tons of material from KGNU's extensive coverage of the Rocky Flats encirclement, and demonstrations at the site.
 - April 30- 5th MONDAY IN APRIL—35th Anniversary of the US invasion of Grenada

Fundraising Events:

- Tangerine Dinner was held 1/19
- Mardi Gras was held 2/3/18
- Daniel Ellsberg - Coming on April 28th - joint fundraiser with RM Peace & Justice Center
- Dining on Air - May 19th
- Plant Sale is also scheduled for first weekend in June
- Movie night fundraiser in June at the Alamo Drafthouse in Littleton
- The Charles - July 22, Gold Hill Inn
- 9/15 Shining Stars of KGNU event with Amy Goodman and Jim Hightower, with huge volunteer recognition component, location TBA
- Museum of Boulder mock-studio exhibit will feature interactive art pieces, and an engaging audio component

Other

- Summer Program Guide aka KGNU Magazine

Next meeting: Wednesday, Feb. 14, at the Boulder studios.

Announcements

- Juan Gonzales talk - Saturday, April 14, First Congregational Church, Boulder, 6 pm
- Staff/volunteer retreat - Saturday, April 21 at the Local 720 Union Hall (<http://www.coloradolaborers.com/Contact-Us>)
- Daniel Ellsberg - Skype appearance April 28th at Unity Church in Boulder - joint fundraiser with RM Peace & Justice Center
- Dining on Air - May 19
- Plant Sale - Sunday, June 3 - 9 am - 3 pm, Boulder station
- Movie night fundraiser in June at the Alamo Drafthouse in Sloan's Lake?, June 28. Tickets on sale starting Monday, April 16.
- Shining Stars of KGNU with speakers Amy Goodman and Jim Hightower, and volunteer recognition ceremony - September 15, 6-9 pm, location TBA
- Dining on Air is Saturday, May 19, from 6-9 pm, at various locations.

- The KGNU annual staff, volunteer, and community retreat will be held at Construction Workers Union, [LiUNA 720](#) Union Hall, 875 Elati Street off Speer in Denver.
Morning Session: Strengthening Participatory Processes
Afternoon sessions: **Using Google Drive to Collaborate** on documents, spreadsheets, forms, etc.; and **Participatory Design** - Session to be facilitated by Radian Resource: Place Matters

Board Preparation and Time Allotment

Board members would like to have time to review documents before Board meetings and requested a new deadline of the end of day on Friday before the Board meeting.

Tim suggested that the vice chair set up monthly Google Calendar reminders for committee chairs a few days before ExCom to remind them to submit their reports by a week before the Board meeting (if at all possible -- a couple of committees usually meet too close to the date of ExCom to make that the best option).

Board members should call or email Tim by Monday before ExCom with any specific issues or requests they want to discuss at the Board meeting or at ExCom.

Retreat

Rise to send email requesting RSVPs for Saturday, April 21. Food - Liz is bringing breakfast; Rise is checking with Comal Heritage Food Incubator about catering (Jon has a possible caterer if that doesn't pan out).

Announcements

The Barista Throwdown raised over \$1000 (net total TBA). The Nia Jam in March raised over \$200.

Entered closed session: 7:45 pm

Entered closed session to discuss financial information.

Exited closed session 9:14 pm

Meeting adjourned 9:15 pm