

KGNU Board of Directors Meeting Minutes

Monday, May 14, 2018

KGNU Boulder Studios

4700 Walnut St., Boulder CO 80301

Board members attending

Jon Walton - Chair

Liz Lane - Vice Chair

Jeannie Brisson - Treasurer - Teleconferencing

Risë Keller - Secretary

Roz Brown

Rebekah Hartman

Elena Klaver

Barbara Stern

Tim Russo - ex officio

Public attending

Joy Barrett

Jim Jobson

Marge Taniwaki

Phranque Zygmunt

Meeting called to order 6:11 pm

Public Comment

Phranque Zygmunt asked about the vinyl records and whether we ever sell them. Tim said the music department is in the process of sorting our album collection, and we have recently received a gift of David Barsamian's collected albums from the days of his Ganges to the Nile show.

April 2018 meeting minutes - Approved

Station Manager Report - Tim

Spring Membership Giving

The following chart compares credit-card and electronic fund transfer donations to KGNU in April, over the past three years:

	April 1-30, 2018	April 1-30, 2017	April 1-30, 2016
Monthly CC donors	245	150	53
Avg. monthly CC amount	\$10.32	\$10.85	\$13.66
Monthly EFT donors	1186	1168	1075
Avg. monthly EFT amount	\$12.60	\$12.54	\$12.47

With a deeper dive into the membership database, Membership Director Nikki Kayser provided a look at trends in monthly giving using credit cards (CC) and Electronic Funds Transfers (EFT). There has been a noticeable increase in monthly (SOLR) giving via credit cards. EFTs have continued to increase steadily as well. The data reveals that monthly credit card giving is not negatively impacting monthly EFT giving; both

forms of gifts continue to rise. We have however seen that contributors have begun to shift from one-time membership gifts to monthly credit card gifts. Example, where 49 of the 150 monthly credit card donors as of April 30, 2017 were new members, only 10 of the 245 monthly credit card givers as of April 30, 2018 were new members. This leads us to believe that many renewing members opted to shift towards monthly giving. A further dive into our database will allow us to determine whether the trend of renewing members who shifted from one time gifts to monthly gifts indicates an increase in the total amount given per individual or not. As monthly giving using credit cards increases dramatically, so too do our credit card processing fees. We are exploring online options, such as offer an opt-in checkbox on the credit card form that would allow contributors to add 2 to 3 percent to their contribution to cover the credit card company's transaction fees.

SVP

Qualitative Research Center (QRC) and Social Venture Partners (SVP) facilitated three focus groups (one with Boulder County Leadership Fellows, another with KGNU listeners and donors, and a third with KGNU hosts, volunteers and committee members) as a part of the communications audit. On May 17th they will present preliminary summary and results to the Station Manager and Development Director. The results will be used to consider recommendations to strengthen messaging internally and externally as we move forward as part of a broader communications strategy.

Capital Improvement Project and CCS

The Station Manager and Board Vice Chair have held two meetings this month with the Community Foundation and three community nonprofits involved with the Community, Culture and Safety (CCS) initiative to discuss possible collaborative efforts moving forward. The Community Foundation has assumed the role of meeting- and process facilitator.

Radian: Place Matters facilitated a participatory design session at the recent annual retreat in Denver. Several visions from five working groups manifested in a variety of design considerations for the KGNU expansion, in what was an educational and exciting exercise.

Legal - FCC

A new FCC ruling on May 10 changed the rules, process, and procedures related to Translator interference caused by or incurred by station's FM translators. Preliminary summary of the ruling require a minimum of six bona fide interference claims signed by the individuals complaining of interference, new outer distance limits, and "greater flexibility to move to another available frequency." This has the potential to offer a means to improve the K256CT Denver translator coverage.

Station Activities

Funding to support the Museum of Boulder exhibit that KGNU is planning was acquired in May. A timeline and initial working groups are being established for content and historical assets. An artist has been contracted to lead the design of the interactive exhibit.

Employee Health Insurance

We are considering a Health Insurance provider change. Initial Anthem renewal rates are projected to increase by more than 20 percent. Anthem has also yet to finalize any agreements with BCH; BCH may be considered out-of-network if an agreement is not reached prior to July 1. That could potentially negatively impact over half of our employees. InTandem, a Professional Employer Organization (PEO) we have been contemplating, offers a more competitive Anthem policy, as well as human resources services. We are weighing the options between InTandem and changing carriers to United Health Care. Our renewal date is July 1. Contracts will be defined prior to the end of May.

Executive Committee

The Board's Executive Committee met on Tuesday, May 8 to set the agenda for this board meeting.

Budget Committee - Jeannie

The Budget Committee met on Monday April 23rd to discuss the 2nd quarter monthly Profit and Loss report. Additionally, we spent time discussing preparation for the 2019 budget and strategizing the review process for a more complete overview of KGNU's financial positioning.

2nd Quarter P&L, Budget vs. Actual, Oct-March FY18

The overall budget vs. actual is under budget right now. Income line is right at 100%, and the expense line is just under budget.

Income

Business and Industry Underwriting is under budget, as is Business and Industry Match. We have a new Denver underwriting sales person, Tiffany Rosengrant, who is working to increase this line item, and Kenneth has gotten a few larger contracts.

Car Donations are still considerably over budget, as we switched to a new company and they are auctioning some of the cars that are in better condition.

Grants, Unrestricted is slightly under budget.

Memberships is over budget by a healthy amount.

Special Events is under budget at the moment.

Expense

Bank charges are over budget; we are getting a lot more credit cards than years past. We are considering passing on the fees to the donor, as many businesses and nonprofits do presently. This may encourage an AFT or ACH transfer instead of a credit card charge. Right now it's a technical issue to move that forward in that regard.

Commissions are under budget.

Employee benefits have evened out after the first quarter.

Fund Drive and Premium is still over budget. We have all the 40th anniversary schwag that will be sold at the events yet to come.

IT is running over budget due to some recent purchases.

Office Supplies is over budget due to a new computer purchase.

Outreach and Promotions is quite a bit over budget. We are considering breaking out this line item to show more detail.

Production Supplies is over budget.

Professional Development is under budget.

Salaries is under budget as we budgeted for a new position but haven't hired anyone.

Timo said the Budget Committee is planning on presenting a broad-stroke budget and 3 year outlook

Marge asked about the extra position that is in the budget. Tim said potential positions include Volunteer coordinator, Communications director, and Capital Campaign Fundraising manager. Tim said he will make a decision when he knows more about available resources and needs.

Program Committee - Beka

Plugola and Payola

Program Committee will review our existing policy and make edits. Indra will track down this language. We will discuss this at the May 29th meeting. In short, the policy is that DJs should not plug shows for which they are getting paid, nor should they get paid for remote broadcasts.

Programming Agreement/Guidebook and Quiz

Tim has also started creating an on-air programming agreement/guidebook and a quiz for programmers to complete on a yearly basis to make sure they understand the basic requirements for broadcasting.

There's a lot of interest in having "102"-level trainings for DJs.

Training Manual

Dave has a streamlined manual for the Denver studio that he will share with us to see if we can revise the Boulder version.

Archives

Compliance around how long archives are being maintained to be discussed at the next Program Committee meeting.

40th Anniversary - Roz

PR

Daily Camera article was published on May 12 online and was on the front page of the Sunday, May 13 issue, above the fold. *Westword* & *Boulder Weekly* are scheduled to carry a story this week or next. Also, the CU Alumni magazine will feature a two-page spread about KGNU's 40th.

Since the last board meeting

Juan Gonzalez talk on April 14 at Congregational Church was well attended.

Daniel Ellsberg Skype event on April 28 at the Unity Church was well attended. Net proceeds were \$3300, which was split evenly between KGNU and event co-hosts Rocky Mountain Peace and Justice Center (RMPJC).

Coming Up

May 15 - The Boulder County Commissioners will issue a proclamation making May 22 KGNU Community Radio Day at 2pm at the County Courthouse on Pearl Street. We have sent out a press release about this.

May 19 - **Dining on Air** is this coming Saturday. 9 or 10 parties are planned in the Denver metro area.

May 22 - **Open house at KGNU Boulder from 10-1pm** on Tuesday May 22, on our 40th birthday. That evening, Boulder City Council meets and will offer a Declaration recognizing May 22 as KGNU Radio Day, similar to what the County Commissioners are doing.

June 3 - **Plants & Arts & Crafts Sale**, 9:00 AM- 3:00 PM, outside the Boulder Studios, 4700 Walnut.

June 28 - **The Epic Young Lions Reggae Revival Concert** celebrating 40 years of Reggae Bloodlines at Cervantes Masterpiece Ballroom in Denver. DJ Makha will present. 8:00 PM-1:00 AM.

June 30 - **The film Pirate Radio will screen at Alamo DraftHouse**, Sloans Lake, Denver, with proceeds to benefit KGNU. DJs Erin Stereo, Joel Davis (TerraSonic), and Deeprawk Dave will spin sounds at the Alamo DraftHouse bar, BarFly, between 7:00 PM and 12 midnight.

July 22 - **The Charles** (aka KGNU Mountain Jam) in Gold Hill with Hot Rize and other guests has already sold more than 250 tickets.

Late July - **Exhibit installation at the new Museum of Boulder**; funding for the exhibit has been secured. A timeline and initial working groups are being established for content and historical assets. An artist has been contracted to lead the design of the exhibit; we will have an evening reception connected with that.

Sept. 3 (Labor Day) - **Annual CD & Record Sale** at KGNU Denver Studios at 700 Kalamath.

Sept. 15 - **Making Waves: Celebrating 40 Years of KGNU Community Radio** with keynote speakers Amy Goodman and Jim Hightower, at the Millennium Harvest House. VIP cocktail reception, silent auction, and volunteer recognition.

Nominating Committee - Nile

Documents and Web-based Activities

The board application is downloadable. We plan to add the option of filling it out and submitting it online.

We plan to make a standalone document available online that details criteria and process for board service, expectations, desired skills and experience, and a link to our Frequently Asked Questions (FAQ).

We agreed that we need to resume using our Google Drive repository of NomCom documents, especially for up-to-date tracking of prospects and organizational contacts (see below).

Outreach

We reviewed the list of "Desired Traits and Leadership Skills" to be used as a metric for tactical outreach.

We considered several practical strategies for identifying strong board prospects, including potential leaders who could be "cultivated." Those strategies include:

Reviewing lists of pledge drive phone shift volunteers and captains

Looking to Committee co-chairs for active members who might be candidates

Outreach messages regarding KGNU board service

Outreach messages that encourage people to get involved with KGNU committees; these messages would include summaries of the committees with their meeting schedules

Continuing to investigate organizations with overlapping or similar missions; we listed some example organizations that groom leaders, some with non-profit focus; People Engaged in Raising Leaders (P.E.R.L.) is one such organization and NomCom will attend their upcoming Non-Profit Board Fair on May 29th.

Engaging with Meet-ups focused on interests relevant to independent media

As part of our outreach efforts, Nile has placed hard copies of the Board Application and our board application FAQ sheet in the NomCom box at the Boulder station. We will also make them available at the Denver studio, and plan to let people know that the info can be found in those places.

We again touched on the issue of whether organizational/company membership qualifies an individual in that organization for membership. We agreed such an allowance could be a problem, and we back-burnered the topic.

Update on Prospective Applicants

Nile has reached out to members of a music show collective to encourage them to consider possibly applying for the board. Members' names have come up periodically, and one member attended a recent NomCom meeting, contributing greatly to our discussions and analysis.

We were informed that a volunteer who had served only one term as a board member is interested in applying for a second term. NomCom will be following up with him.

We do not currently have any applications awaiting review, but are continuing communications with several people who have expressed an interest in considering a board application.

Announcements/Miscellaneous

NomCom was informed that the board has asked that Committee reports be submitted no later than the Friday before the board meeting, so board members will have time to review them before the meeting.

Next Meeting

NomCom meets on the third Wednesday of the month at 6 p.m. at the Boulder station. The next meeting date is May 16.

Board Membership Planning - Succession - Barbara

Nile said there is a plan in place if we fall below the minimum number of Board members specified in KGNU's Bylaws.

Joy suggested fund-drive logs could help us identify shift captains, who would be great people to ask about becoming committee members and applying to the Board.

Announcements

Thanks to Risë for catering the food for the annual retreat. Thanks to Liz and Barbara for providing breakfast items. Thanks to Radian: Place Matters and Building Bridges for their facilitation and program contributions at the annual retreat. Thanks to the Local 720 Union Hall in Denver for the use of their facilities for this year's retreat.

Thanks to Ozo for donating the proceeds of the Barista Throwdown in April.

Meeting adjourned 8:22 pm

Board entered closed session 8:22 pm

KGNU's Board entered a closed session to discuss financial information.

Board exited closed session 9:18 pm