

July 2020 KGNU BOARD OF DIRECTORS MEETING MINUTES

KGNU Board of Directors
July 13, 2020
ZOOM Meeting
Boulder, CO

Board members attending:

Rebekah Hartman - Chair
Barbara Stern - Vice Chair
Carl Armon – Treasurer
Roz Brown – Secretary
Sanford Baran
Robert Hastings
Elena Klaver
Tim Russo - Station Manager (Ex-Officio Board Member)

Staff attending:

Dave Ashton
Verity Matthews

Public attending:

Joy Barrett
Tish Beauford
Iris Berkeley
Mariah Coe
Jim Jobson
Marco Mangione
Eric Scace
Louis Wolfe

Meeting called to order: 6:05pm

- June minutes approved

Public Comment - none

Station Manager Report - Timo

Summer Fund Drive

The Summer Fund Drive wrapped up yesterday July 12th. We had a nice showing of support including several generous challenges grants that nudged us just over the 300 desired contributions with roughly \$35,000 in net revenue, well above the \$20k avg for the last two summer drives. We did see a lot of renewals, many returning donors and additional gifts in the form of upgraded SOLR memberships. Similar to public media trends at the moment, our fund drive experience is in line with the national trends whereas “fringe” listeners and first time donors conversions are down significantly, whereas core listenership and support has remained firm. We’ll continue to evaluate and reach out to people due to renew their memberships in this period. The drive in general sounded excellent and was executed very well, despite several technical challenges, forwarding calls to remote volunteer

phone operators and socially distanced pitch partners for drive shows. Many thanks to all the volunteers who made it successful and in particular to Verity and all the staff who made a very heavy lift to adjust to make the drive happen during challenging times.

Coronavirus Protocols

At this time, there are no updates to the coronavirus protocols that KGNU has in place. The Green Studio has been opened with limited and by online reservation only, studio time for single individuals. There will be no shift to our other emergency protocols or office closures for the time being. We will remain closed to the public; maintain the [current studio usage protocols](#), limiting one person in the Red Studio at a time, a suspension of studio rentals, radio training classes, etc. The building(s) will remain closed to the public and to non-staff with the exception of the current on-air host. We will maintain strict social distancing inside the building at all times and firm cleaning policies (special supplies are still very limited and hard to come by). Facial Coverings (masks) will be required while in the building, with the exception of when broadcasting or staff working alone in their offices. All committees will continue to meet remotely via zoom. We continue to encourage as much home pre-production as possible so that producers can continue to improve on their ability to produce remotely. There are no changes to the Denver Studio closures for production.

Technical Issues

Continued progress on repairs at the AM transmitter site has been made, greatly improving the reliability of the AM signal which performed solidly throughout the fund drive including less reported down time caused by studio transmitter link drops or failed circuitry on the transmitter itself. We continue to work to improve the quality and consistency of the AM signal and are exploring potential for activating the HD component of the AM transmitter, which was never properly installed after acquisition in 2009. Thanks to Eric Scace for the many many hours he has invested in overhauling the AM site and equipment during many overnight sessions at the transmitter site.

Anti-Oppression Training

KGNU will be engaging with Building Bridges for a series of anti-oppression and DEI training over the next year to begin a deeper dive into racial and social equity. Initial consulting will take place between late July and mid-August. Training for staff and board should begin in mid to late August. Workshops for committee members and volunteers are being planned to begin as of September. In addition, staff is being encouraged to attend and participate in public media wide conversations on race and public media that are taking place in the state and nationally from Colorado Media Project through to NFCB, and the Public Media Journalists Association and Greater Public. Training will examine implicit bias, media bias, systems of oppressions, intersectionality, and institutional barriers to effective diversity, equity and inclusion.

Denver Move

Construction on the third floor of the Buell Media Center continues. The interior continues to be finished and wiring from the studios to the IDF (tech room) is underway. According to the last check in with the architectural and construction team, the third floor should be available by mid-September. Leases would begin as of Oct 1, 2020 assuming there are no delays in the construction timeline. We'll spend much of August focused on refining the phases of KGNU's studio installation plan. We are still awaiting final lease agreements from RMPBM.

CPB

The Annual Financial Report to the CPB for the Community Service Grant that KGNU receives, was accepted as

filed after the CPB initial review. This process continues to improve due to the adjustments in our review process with our accountants and auditor prior to submission.

Executive Committee

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

Strategic Planning Committee Report - Sanford

I. Reviewed feedback from Committee Chairs regarding the 'Committee Report Form'. Feedback was positive... enough so that Strat felt the Form was ready to be used starting with the July Board meeting. Board Vice Chair Barb Stern sent an email out to all Committee Chairs on 07/01/20 instructing them to start using this Form to do their monthly Committee Reports to the Board.

II. Discussed and reviewed the latest cut of the 'Strengthening Committees Questioner.' Whittled it down to 3 questions:

1. Question relating to Term Limits for Committee Roles
2. Question relating to standardizing on the tools used to do Committee documentation - which would include Minutes, SOPs, & memory of a particular Committee's organizational knowledge
3. Question relating to formalizing Committee expectations of members (for example clearly articulating that members must commit to at least one year of service... and also clearly articulating what Members are signing up for as a Committee member)

The wording of these questions are currently being tweaked. These will be reviewed at Strat Com's July meeting and hopefully then sent out to Committee Chairs to solicit their answers to these questions.

Treasurer Report - Carl

May 2020 P&L

Our total income was about \$802.5K. Our expenses were about \$628K, so we had a net income to date of about \$174.3K. Our budgeted net income for April was about \$98.6K, so we are actually above goal by about \$75.7K. Contributions to income include: underwriting, car donations, CPB funding, grants, memberships, program guide ad revenue, studio production time and training fees, and special events income.

Contributions to expenses include: debt service, employee benefits, interest, IT, insurance, office supplies, professional fees, program acquisition, rents, salaries, and payroll.

Budget Committee Report & Draft of FY21 Budget – Carl and Timo

Preliminary numbers and projections were reviewed.

Development Comm Report - Barb

The meeting was held June 15, 2020, 5:00 pm via ZOOM

Attendees: Barb, Verity, Sarah, Yukari, Robert

1. **Development Director Update (Sarah)**
 - a. Grants
 - i. Received a \$20,000 grant for Election Coverage!
 - ii. Received a \$4,000 grant for GOS and info spots for Spanish speaking population in Boulder County

- iii. Census 2020
 - 1. Support from the Open Media Foundation
 - 2. Additional Proposal to City of Boulder
 - b. Worked on Sponsors and Challenges for Summer mini-drive
 - c. Working on Challenges for the Upcoming drive, goal to secure \$5-\$10k
 - d. Working on the Charles, Sponsors, as well as event at end of month for Cultura Viva
 - e. Working on continued Major Donor Cultivation calls/notes
2. **Membership Coordinator Update (Verity)**
- a. Summer fund drive update Weds July 8 – Sun July 12
 - i. Name: Summer Fund Drive, Empowering Community thru Radio
 - ii. The goal is based on # of contributions – 300 new donors
We actually had over 300 donors!!!
 - iii. Outgoing Renewal calls (June 29- July 12)
 - 1. Three call attempt – this is new
 - 2. Barb, Robert can help
 - 3. Barb will check w. Other BOD members & Roz
 - iv. Thank you Gifts
 - 1. Water bottles, t-shirts
 - v. Thank you Calls - July 14- 17
 - 1. Barb can help with this Robert too.

Next Meeting: Monday, July 20, 5-6pm p.m. via Zoom

Program Comm Report - Jim Jobson

Reviews of music and news shows are still on hold.

We had a discussion of policies and documents regarding hosts, co-hosts and guests.

We reviewed the documents distributed by Indra. This included a user-friendly chart of what is/is not allowed to be said on-air by volunteer programmers (on-air hosts), co-hosts, and guests. There will be a unique document created and distributed for hosts, co-hosts and guests.

There was a short discussion about non-commercial policies. Staff members Indra and Dave Ashton are continuing drafting the non-commercial document.

The Program Committee will resume discussion of non-commercial policies at the next meeting. This is a topic we need to explore more deeply. We expect the discussion to continue for at least two more months.

The next Program Committee Meeting will be on Tuesday, August 25, 2020. Because of summer fund drive (July 8-11) and other events, and aligned with past summer Program Committee scheduling, all members agreed to not meet in July 2020.

Capital Campaign Committee Update - Tim Russo for Liz Lane

Committee members reported on various stages of fundraising status for the month of June--funds were received, pledged, and materials sent out. Prospecting continues and members were asked to provide a mid-year tally of both

funds raised to date and numbers of prospects they have already reached out to and the number they have left to reach out to at the August meeting. The Committee completed an extensive expansion of the original FAQs that were developed following the stakeholder survey done by Mission Launch in 2018-2019. They provide many talking points and data to facilitate fluent conversation about KGNU when meeting with prospects.

Nomination Committee - Joy Barrett and Nile Southern (co-chairs)

The Nominating Committee focused primarily on board prospects and tasks associated with several prospects.

We began to consider whether NomCom's guidelines should briefly explain KGNU's culture and expectations for communication, etc.

We continued exploring how we might contribute to the Volunteer Orientation (if NomCom's support is desired) and the characteristics of a film or other product that we'd contribute, e.g. elaborating on opportunities to participate, including committee work.

We began considering the benefits to NomCom of conducting exit interviews of outgoing board members, and what our next steps should be. Our discussions generated seven Action Items, several pertaining to tasks associated with moving forward with an application and checking references.

We will interview an applicant at our July meeting, which will take place Monday, July 20th, from 6:00 to 8:00 p.m. via zoom.

Events Committee Report - Barbara

Good discussion about Cultura Viva event and what was learned. The Charles is July 19th and Sarah was able to get some sponsors so the event will be open to the public via RSVP link. The Halloween event proposal will be discussed at our August meeting.

Announcements/New Business

Robert said he attended a Denver working Group meeting where Denver based volunteers expressed being disgruntled about the station and their involvement.

Adjourned: 7:35