

PRESENT: Maris Thompson, Mary Galvin, Sue Hilderbrand, Sanjay Dev, Tom Leonardi, Xela Young, Martina Rocks, Dan Joseph

ABSENT: Curtis Peldo, Steve O'Bryan

STAFF: Rick Anderson, Ray Laager, Grant Parks

GUESTS: None

- I. CALL TO ORDER: The meeting was called to order at 6:09 P.M. by Maris.
- II. AGENDA: **Vote called by Maris to approve the October 9, 2013 agenda as written. Unanimous.**
- III. MINUTES: **Vote called by Maris to approve the September 11, 2013 minutes as written. Unanimous.**
- IV. ANNOUNCEMENTS:
 - A. Open Studio Tour, October 19-20, 26-27.
 - B. Pumpkin Festival, Chapman Farmers Market, October 25.
- V. STAFF REPORTS:
 - A. General Manager, Rick:
 1. Responsible Beverage Server Training will be conducted October 10 by an Alcohol Beverage Control employee.
 2. Volunteer Guidelines were rewritten as requested.
 3. Annie B's just finished. The final total is not in yet. Proceeds traditionally go into the North Valley Community Endowment Fund but it is open for discussion. To be revisited.
 4. Pledge Drive is October 23-November 1. Pledge Drive Meeting is October 15, 6:00 P.M.
 5. New Member Orientation is November 12.
 6. Future Events: Chikoko Fashion Show, October 12; Mike Comfort, October 18, Chico Women's Club; Stand Up Comedy with Kevin Young, October 19, Blue Room Theater; Touch of Chico, October 20, Living Light Studio; Land Air Water Concert Series, October 24; Chico Women's Club; Jazz Express, October 26, Harlan Adams Theater; David Nelson, November 17, Chico Women's Club; Holiday Party, December 20, Chico Women's Club.
 - B. Office Manager Report, Grant:
 1. Pledge Drive: New Pledge Drive Forms were presented. T-shirts and

hoodies have been made to be given as premiums. Evaluation of past pledge drives was created and shared with members of the Board.

2. Bumper stickers: Ideas for new bumper stickers with genre themes were shown to the Board. To be revisited.
3. Event analysis report was presented to the Board.

C. Underwriting Director, Ray: Attachment 1

This report includes all activities performed from September 1 to September 30, 2013. Underwriting activity for the month of September 2013 involved 21 contracts: 11 renewals of existing accounts and 10 new or returning accounts, totaling \$8,491.00. Underwriting activity for the same time period last year, September 2012, was \$6,934.00, an increase of 19%. The total for ongoing Trade activities is \$3,092.00 bring the grand total for all Underwriting activity (Underwriters, Sponsorship and Trades) for September, 2013 is \$11,583.00. On Friday September 20 I represented KZFR at the Chico Museum's "Museum Night Out" a black tie event at the Canyon Oaks Country Club. I was the "guest" auctioneer for the evening. Also I was elected Vice President of the Chico Business Builders BNI group. For the past year and a half I have been a member of the organization representing KZFR and bring us thousands of dollars in Underwriting. As a member of the Leadership Team my annual dues are free saving KZFR \$400.00 this year.

September Underwriters

3 Month and Short Term Contracts – Chico Art Center, Chico Women's Club, Seven Diamond Orchards, Friends of the Arts, Oroville Salmon Festival & Ifa Journey Jamaican Restaurant

6 Month Contracts – Shields Electrical, Positive – I Yoga Boutique, Flue Season, Specific Chiropractic, Rooney Law Firm, Healthy Solutions Insurance Services, Hall Media Group, Padgett business Services, Tres Hombres, Petersen Tree Care, Siphos Restaurant, Feminist Women's Health & Butte County EDC

Annual Contracts – Chico Natural Foods

New & Returning Underwriters – Shield's Electrical, Friends of the Arts, Chico Women's Club, Chico Art Center, Specific Chiropractic, Oroville Salmon Festival, Positive – I Yoga Boutique, Seven Diamond Orchards, Flue Season & Pearson Road & Collision Repair

Trades

I.D. International Chico Sports Club Melody Records
Printed Image Upper Crust Bakery Chico Racket Club
Skyway Golf Mt. Shasta Spring Water Cartridge World
Chico News & Review Upgraded Living Magazine Growing Up Chico
Electric Canyon Studios Harrison, Daily, Wright

Meetings & Events

9/4/13 Chikoko Meeting
9/5/13 BNI Meeting
9/6/13 Staff Meeting
9/11/13 BOD Meeting
9/12/13 BNI Meeting
9/18/13 BNI Leadership Training
9/19/13 BNI Meeting

Staff Meeting
9/25/13 BNI Leadership Comm. Meeting
9/26/13 BNI Meeting

VI. COMMITTEE REPORTS:

- A. Program Committee: Rick reported the committee did not meet.
- B. Fundraiser Committee: Ray reported the committee met to discuss Chikoko Fashion Show.

VII. EXECUTIVE OFFICER REPORTS:

- A. Chair: No report.
- B. Vice-Chair: No report.
- C. Secretary: No report.
- D. Treasurer: Martoma presented the final budget. She provided detailed visual and oral presentations.

VIII. OLD BUSINESS:

- A. Strategic Plan: Members discussed the revised Mission Statement, Strategic Plan Goals and Three Month Action Plans. Committee Six still needs a little work. The Value's segment will be sent to the Board Development Committee for word smithing. Members agree that this will not deter approval.

Motion by Mary to approve and adopt the revised Mission Statement, Strategic Plan Goals and Three Month Action Plans. Second by Sanjay. Unanimous.

IX. ADJOURNMENT: The meeting adjourned at 8:10 P.M.

Next Meeting: Wednesday, November 13, 2013, 6:00 P.M., KZFR Conference Room.

Respectfully submitted by Olivia duMosch