

Present: Dan Joseph, Courtney Farrell, Mercedes Macias, Rob Davidson, Paul O'Rourke-Babb, Bobbi Tryon, Jeanne Trizzino, Steve O'Bryan, Jim McCollough, Robert Jones

Absent: Tom Leonardi, LeAnn Cooley

Staff: Rick Anderson, Grant Parks

Guests: None

1. Meeting Opening:

- 1.1 Call to Order/Welcome: The meeting was called to order by Dan at 6:05 PM.
- 1.2 Amend/Approve Agenda: Move Program Committee By-law Change to Announcements. Paul made a motion to approve the March 12, 2019 agenda as amended. Second by Rob. Unanimous.
- 1.3 Amend/Approve Minutes: Motion by Paul to approve the February 12, 2019 minutes as presented. Second by Bobbi. Unanimous.

2. Announcements/ Reports

2.1 Announcements:

Program Committee By-law Change: In support of his needing to catch a plane, Robert's report on the Program Committee By-law language change was moved to this position. Robert presented a very long opinion related to proposed word changes to the Program Committee's by-laws. He believes there are inconsistencies that need to be unraveled. He delved into a 2004 CN&R story on the station. Education on the by-laws and station policies would be beneficial to BOD members. He pointed out that wording may not be able to be changed without changing the by-laws because last year the BOD voted to give authority over the Matrix to the GM. He thinks the PC change is a proxy struggle.

Robert said he discovered a long standing difference in the purpose of the station during his investigation and does not think the two views are that far apart but that the BOD should step in to create a resolution and suggested a democratic discussion which could include programmers as advisory with the BOD as final authority. Believes the BOD advises Rick.

Robert thinks the Mission Statement is vague enough to allow either an all-news/public affairs station or an all-music station. He suggested a democratic means to decide what we as a station want to be. He believes there is a long standing difference of opinion about public affairs vs. music programming. Robert offered suggestion that we could expand news/public affairs around the current Matrix slots. There needs to be more transparency in regard to programming issues.

Courtney asks if listeners have said what they want. Rick states there have been several surveys done, overall direct listener surveys balance about 50-50 news and music. Arbitron just gives us listener volume at various time slots. Mercedes remembers the response rate in regard to demographics was Anglo and over 50 years old. Rick confirms. Mercedes says current programming caters to that demographic rather than moving on catering to new demographics and suggests building programming that could appeal to both. Rob agrees it is a good point about diversity and cautions about the only binary being news/music. Rick states the way to have more diversity is to have new demographic groups on the air. Courtney has heard from listeners who say the same and Rick says we're adding these new, and younger, voices. Mercedes describes the barriers as related to listener's current orientation to non-personal platforms but that KZFR has the advantage of making contact direct and personal and

reaches into the community. Dan recommends we have ongoing discussion on all this.

Bobbi returns to what we could add to the Program Committee. She pointed out the importance of keeping minutes of Program Committee meetings, having agendas and a non-voting BOD rep. She believes a PC can do lots of research into what makes programming which is about development help. Bobbi states that the GM's job is running the station. Back to her proposal, she thinks the BOD decides if GM decides what's on the air and PC can help with this. Jeannie asks which BOD members have gone to PC meetings. A discussion ensued between Rick, Grant and Bobbi regarding the voting and record keeping of the PC. It was agreed that this and agendas would be done going forward.

Paul says we won't solve this tonight and that there are two separate but parallel conversations going on 1) how does a committee, specifically the PC work in terms of structure and function, and 2) what is the nature of community radio. Paul suggested separating these. Dan reads the PC proposal and says it gives the PC quite a bit of control. Currently it is Rick - the GM. Perhaps the Executive Committee could take this up. Rob thinks it should be an ad hoc committee. **Motion by Rob to table the Program Council proposal and form an ad hoc committee to resolve both issues. Paul seconds. Passed by majority vote with two abstentions**

Rick comments that PC agendas and minutes will be started and a BOD liaison can come. BOD agrees to this ahead. Next meeting is April 1. Rob said the ad hoc committee will look at alternatives and report back to the board.

2.2 Staff Reports:

2.2.1 General Manager, Rick:

Pledge Drive March 27-April 5. Programmer "pep rally" March 20. Still working on a theme.

KZFR has donated about \$5,000 to various Camp Fire Relief funds. Music Around the Campfire has been a very successful and meaningful endeavor with donations coming from around the world. Rick will provide a list of recipients as requested.

CPB grant check for \$21,000 is in mail.

Station cleanup needs to be done before pledge drive begins.

Rick is meeting Friday with the with Channel 12 director regarding weather report possibility.

There has been a tone/buzz going out over the air for some time. Engineers looked at it and determined it is an overlapping of the signal in the 9K-10K frequency. Jim was consulted. The problem is not in the production or broadcasting studios. The problem is being looked into.

2.2.2 Office Manager, Grant:

Fundraising: Alex and Ben Morrison, \$2,800; Will Durst \$917; Butte Strong, \$3,175. Tea Sisters scheduled for April.

Pledge Drive: Premiums: New t-shirt design of Honey Run Bridge. Window t-shirt back for the last time. Will also have Castro hats, sweatshirts, packs and tote bags. Ray and Leah are getting gift cards and festival tickets.

2.2.3 Underwriting Report, Ray:

This report includes all Underwriting activity for February 2019, involving 20 contracts: 7 renewals of existing accounts and 13 new or returning accounts; totaling \$5,462.00. Underwriting activity for February 2018 was \$5,189.00. February 2019 saw an increase of 5%, compared to 2018. Trade, Sponsorship and House accounts are not included in the monthly totals.

During the month of February I began soliciting and negotiating “Thank You Gifts” for the Spring Pledge; including “Worldfest” tickets and entries into the “Wildflower Century Ride”. A new Sponsorship Trade has been added for “Banana Grape Stomp”, a TV program that runs on KIXE produced by KZFRs own, Bill De Blonk host of “Playing Dead” and “Creole Stomp”.

Trade Accounts

Cartridge World	\$1,200.00	Chico Women’s Club	\$1,200.00
Harrison, Daily, Wright	\$2,400.00	Chico News & Review	\$5,712.00
I.D. International	\$1,200.00	The Printed Image	\$5,400.00
Mt. Shasta Spring Water	\$1,200.00	BCAC.tv	\$1,200.00
Chico Velo	\$1,200.00	ARC of Butte Co.	\$1,200.00
Chico Chamber of Comm.	\$1,200.00	Paradise Audio	\$ 600.00
Banana Grape Stomp	\$1,200.00	Paradise Guild	\$ 600.00
Total	\$27,912.00	Center For The Arts	\$ 2,400.00

February Underwriters

3 Month & Short Term Contracts –G Town Art Town \$100, Bean Counter \$100, Om Foods \$150, American Lung Assoc. \$100, Miners Alley / Makana / Mardi Gras / Queen \$600, Grana \$270, Chico Perf. Pat Hull / Peter Gros / Ken Waldman / Metta Jazz / Books in Common \$1,450, and The Dungeon \$100 – Total \$2,870.

6 Month Contracts – Chico Hearing Center \$432, The Zeppelin Works \$432, Floral Native Nursery \$432 and The Handle Bar \$432 – Total \$1,728.

Annual Contracts – Andrew Sprague Construction \$864– Total \$864.

New & Returning Underwriters — Om Foods \$150, American Lung Assoc. \$100, Miners Alley / Makana / Mardi Gras / Queen \$600, Grana \$270, Chico Perf. Pat Hull / Peter Gros / Ken Waldman / Metta Jazz / Books in Common \$1,450, and The Dungeon \$100 – Total \$2,670.

Meetings & Events

2/07/19 BNI Meeting
2/11/19 Staff Meeting
2/14/19 BNI Meeting
2/21/19 BNI Meeting
2/28/19 BNI Meeting

2.3 Treasurer Report, Jim:

The last reconciliation of KZFR data in Quickbooks is October 31, 2018. The Treasurer Report for the BOD Meeting held on January 8, 2019 provided that data. Reconciliation has not occurred since that report. The KZFR Balance Sheet as of 20181231 is attached (attachment a) for review. The report is not accurate. It is believed that there are only minor issues to be corrected.

The current KZFR audit is completed for the two years of data and operation of KZFR ending on June 30, 2018. Current Grant Funding has been approved.

Taxes for 2018 were filed in February 2019.

The Bookkeeper transition is in progress. A meeting with Station Manager and bookkeeper occurred on March 8, 2018. Records returned from prior bookkeeper were given to the new bookkeeper. Minor issues still exist to be corrected since October 31, 2018. It was stated that the goal is to have KZFR books balanced as of February 28, 2019 by the end of March. The goal going forward will be to have KZFR books balanced within 30 days of the end of a report month.

A Treasurer Report will be made to the BOD when the KZFR bookkeeper states data for the month or months subsequent to October 2018 are reconciled.

2.4 Committee Reports:

2.4.1 Program Committee: The committee met March 4. Approved Rebecca, The Wheel, and Tim, Soul Food. There was discussion on programmer performance and underwriting announcement improvement. Next meeting April 1.

2.4.2 CAB, Paul: Nothing to report.

2.4.3 Fundraising Committee: The committee met March 5. Members discussed donor stewardship. Grant provided a list of contacts. Rick and Grant drafted a thank you a letter to all donors which will be sent before the pledge drive. Board members will share the task of signing the letters and stuffing envelopes.

Bobbi reported on a presentation by the Auction Brothers. They have no openings available until July. A letter will be sent out to programmers asking for quality items for the auction. Paul volunteered to spearhead this fundraiser. To be revisited.

Steve is working on a Wine Bike Tour; Courtney says she will contact wineries she knows. Pancake Breakfast will happen again with a possible silent auction included.

Paul suggested going back to Alexa at NVCF regarding a direct appeal to 15,000 NVCF donors. Paul is working up a letter about our community service related to our camp fire news reporting and donations to be included in the request to Alexa.

3. Matters for Discussion:

3.1 Fundraising: See 2.4.3

3.2 The Weather Forecast: See 2.2.1

4. Action Items:

4.1 Program Committee Bylaw Change: See Announcements

4.2 Vote on Tom Gagne for Program Committee: Motion by Bobbi to approve Tom Gagne's application for the Program Committee. Second by Paul. Approved by majority vote. Mercedes abstained. New members will be announced in the station's bulletin.

4.3 Suggestions: Date Program Guide. Possible BOD retreat. Canteen holder for pledge drive premium.

4. April Discussion/Action Items:

Rob's motion regarding Program Committee Bylaw Change

The meeting was adjourned at 7:45 PM.

Next meeting Tuesday, April 9, 2019 6:00 PM in the KZFR Conference Room.