

Present: Dan Joseph, Steve O'Bryan, Jim McCollough, Tom Leonardi, Robert Jones, Rob Davidson, Bobbi Tryon, Mercedes Macias, Jeanne Trizzino, Paul O'Rourke Babb, LeAnn Cooley

Absent: Courtney Farrell,

Staff: Rick Anderson, Grant Parks, Ray Laager

Guests: Ann Seymour

1. Meeting Opening:

1.1 Call to Order/Welcome: The meeting was called to order by Dan at 6:02 PM.

1.2 Agenda: Motion by Rob to approve the August 14, 2018 agenda entered as written. Second by Paul. Unanimous.

1.3 Amend/Approve Minutes: Motion by Paul to approve the July 24, 2018 minutes as written. Second by Rob. Unanimous.

2. Announcements/Reports:

2.1 Announcements:

Paul: NFCB regional conferences in September 20-22, Santa Rosa.
Grass Roots Radio Conference, sponsored by KBOO, October 5-7, Portland.

Dan: CHAT fundraiser, August 26, End of Normal.
Moody Little Sister, August 31, Paradise Community Guilds.

2.2 Staff Reports:

2.2.1 General Manager, Rick:

Events: Zack Gill, July 27, CWC.

Ratings are in. We gained a little. As a comparison, per quarter hour, KCHO has 900 listeners compared to our 700. Overall we are in solid shape with between 14-15 thousand listeners weekly. Data on time spent listening and cumulative hours is not that much different from KCHO.

KZFR sponsoring CSUC Wildcat women's volley ball again this year. Board members please help with tabling. Looking into raffle possibilities.

Darryl Scott here November 13 so need to reschedule Board meeting. Members agree to November 14.

Pledge Drive October 3-12 which will conflict with Board meeting. Other locations are available. Meetings need to be posted better.

2.2.2 Office Manager Report, Grant

Event Analysis: McMurtry brought in \$3200. Rainbow Girl is not yet on Google Docs

but it lost about \$310.

Both Butte Environmental Council and Stonewall have come in to record promotions for their events.

Jake resigned. Sarah Downs is not recording the Community Calendar.

All Board documents are now up to date.

2..2.3 Underwriting Report, Ray:

This report includes all Underwriting activity for July 2018, involving 18 contracts: 10 renewals of existing accounts and 8 new or returning accounts; totaling \$6,797.00. Underwriting activity for July 2017 was \$5,592.00. July 2018 saw an increase of 21%. Trade, Sponsorship and House accounts are not included in the monthly totals.

During the month of July, I meet with Tony Catalano from the Feather River Center, Jonathan Coke from NSPR and Steve O'Bryon representing the KZFR BOD and began planning for the 2nd Annual KZFR Campout. This year we are joining forces with NSPR in a first of its kind, join Fund Raiser.

Trades 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
Famous Blue Peace House	\$2,800.00	Chico Chamber of Commerce	\$1,000.00
Chico Guild	\$600.00	Paradise Guild	\$600.00
Paradise Audio	\$600.00	Chico Velo	\$1,200.00
Total	\$25,212.00	The Blue Room Theater	\$100.00

July Underwriters

Short Term Contracts – World Applause / Don Ross \$50, Dog Trainer Bob Hamilton \$100, Paradise Guild / Bird & Wag \$50, OLLI \$100 and Studio 129 \$100 – Total \$400

3 Month Contracts – Wildflower Charter School \$270 and Gale Vineyards \$243 – Total \$513

6 Month Contracts – Butte Co. EDC \$432, Broadway Heights \$432, Digital Path \$432, Mt. Mikes Pizza \$432, Yang Chiropractic \$432, Dr. Logan \$432 - Total \$2,592

Annual Contracts – Affordable Automotive \$864, Blaze'n J's \$864, In-Town Campground \$600, BKG Plumbing \$864 – Total \$3,192

New & Returning Underwriters – World Applause / Don Ross \$50, Dog Trainer Bob Hamilton \$100, Paradise Guild / Bird & Wag \$50, OLLI \$100 and Studio 129 \$100, Wildflower Charter School \$270

Meetings & Events

7/05/18 KZFR Staff Meeting, BNI Meeting
7/10/18 Paul Thorn, James McMurtry Concert
7/12/18 BNI Meeting
7/19/18 BNI Meeting
7/24/18 KZFR Campout Meeting Meeting
7/26/18 BNI Meeting

2.3. Treasurer Report, Jim:

Data through June 30, 2018 is documented in this report.

a. KZFR Balance Sheet Report FY17-18 Total Liabilities and Equity as of:

June 30: \$173,103.45 (Attachment a.)

May 31: \$185,771.61

April 30: \$186,517.72 (Grant funds received.)

March 31: \$108,880.62

b. KZFR P&L Budget vs Actual FY17-18 July 1, 2017 to June 30, 2018 Report: (Attachment b.)

Actual Income: \$330,368.80

Actual Expenses: \$293,284.45

Actual Net Income: \$ 37,995.58 (Includes actual interest income of \$911.23.)

Budget Income: \$317,996.00

Budget Expenses: \$303,475.00

Budget Net Income: \$ 14,971.00 (Includes budgeted interest income of \$450.00.)

Actual Net Income: \$ 37,995.58

Budget Net Income: \$ 14,971.00

Actual Net over budget: \$ 23,024.58

c. KZFR Open Invoice Report as of date listed:

August 14: \$6,882.00 (Attachment c.)

July 23: \$6,841.00

July 5: \$6,623.00

May 7: \$8,192.64

Issues:

a) Accounts have discounted price for being paid up front yet the account is past due;

b) Accounts are past due for up to 378 days (last month 355 days). Note that 67 (last month 66) invoices for various underwriters are delinquent over 100 days. Many more are delinquent up to 100 days. All are noted in Attachment c.

c.) The Treasurer cannot document whether or not ads are being aired without prior payment made.

In general a business process update/resolution is required to correct the issues associated with selling underwriting using discounted rates and then collecting money owed to KZFR. Terminating all Open Invoice underwriting and generating new contracts at current rates could resolve issue for the new fiscal year. Business decisions are required.

d. KZFR P&L by Class (Fundraisers) Total FY17-18 as of 20180531: Fundraiser Net Income: \$21,777.90 (Attachment d.)

Recommendations:

a. When bookkeeper has reconciled FY17-18, Treasurer and Station Manager create a new FY budget based on actuals for the last FY.

b. Resolve Open Invoice issues.

c. KZFR Staff and Board of Directors develop and implement fund-raising opportunities for KZFR.

2.4 Strategic Plans Committee Report: Tom explained to new members the formation of the Strategic Plan and it's committee structure. Each member is required to serve on at least one committee. The plan is re-evaluated every five years. At this time the main committee is Fundraising along with it's sub-committees.

2.4.1 Fundraising Committee Report: The report was presented by Bobbi. Members at the committee meeting were Bobbi, Dan, Steve, Jim, Courtney, Rob, Jeannie, and Rick. . A handout was provided outlining the meeting. Fundraising ideas include Pancake Breakfaat,

90.1 Mile Bike Ride, Bikes and Beers, Coffee Sampling. Bobbi recommended having the Pancake Breakfast this fall and presented her ideas. ARC is a possible venue. Following discussion members agree to the event. To be held October 28 with a Halloween theme. To be revisited.

2.4.2 CAB: Paul stated the committee should have met by the next Board meeting. There are more people interested.

3 Matters for Discussion:

- 3.1 State of the Station: Rick presented the State of the Station. The following topics were covered: Overview, Programming, Promotion, Volunteers, Technology/Engineering, Financial/Underwriting, Personnel, WCS.
- 3.2 Engaging attendance to All Station Meeting: Ongoing.
- 3.3 Program Committee: Members agree to restart the committee. An email will be sent to programmers to let them know and to tell them there will be an election. It will be published on the website that we are looking for members.

The meeting adjourned at 8:25 PM

Next meeting Tuesday September 11, 2018, 6:00 PM in the KZFR Conference Room.

Submitted by Olivia duMosch