

Golden Valley Community Broadcasters, Inc.
KZFR Community Radio Board of Directors
BOARD MEETING MINUTES

Board Meeting Date: 10 May 2022

Location: Virtual Meeting

Commencement Time: 6:00 pm

Meeting Open- 6pm/Meeting Closed pm

Present:

Five needed for quorum, defined as ‘majority of board of directors’ under Bylaws, Sec. 5.

Rob Davidson (Pres.)

Bobbi Tryon (VP-interim)

Dan Joseph (Sec.)

Jeannie Trizzino

John Burge (Trea.)

Eliane Silva (Lili)

Karl Ory

Absent: Elizabeth Daniels-Curry (Liz)

Staff:

Grant Parks, General Manager

Ray Laager, Underwriting Director

Leah McKean, Volunteer Coordinator

Guests: Laura Lukes (board applicant), Francene Kennedy (board applicant), David Fundakowski (board applicant), Steve Scarborough (board applicant/programmer)

1. Meeting Opening

1.1 Call to Order/ Begin Recording/Welcome/Attendance

1.2 Amend/Approve Agenda

Discussion:

Rob proposes amending the agenda to have Ray give his underwriting report first before other staff reports.

Action: Motion to approve agenda as amended- Rob Davidson

Seconded-

Roll Call Vote:

Ayes: All

Noes: None

Abstain: None

Absent: Elizabeth Daniels-Curry (Liz)

1.3 Amend/Approve Previous Minutes

1.3.1 April minutes were distributed via email.

Discussion:

Jeannie points out that Kay Payden's name is spelled incorrectly.

Action:

Motion to accept April minutes as amended. –Rob Davidson

Seconded-

Roll Call Vote:

Ayes: All

Noes: None

Abstain: None

Absent: Elizabeth Daniels-Curry (Liz)

1.4 Public Input/Correspondence

Discussion:

--No discussion.

1.5 Announcements

Discussion:

--Rob is calling a special board session on 24 May 2022. Purpose of this meeting will be to review the draft budget for fiscal year 2022/2023 and if necessary, review interviews with board applicants. Rob expresses the desire to stay on track with the board calendar: review budget in May and vote on it in June so it will be in place for the fiscal year starting July 1st.

2. Action Items

2.1 Conflict of Interest Policy

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--Rob calls the vote to approve the conflict of interest policy draft. Results: 7 in favor, 0 opposed, 0 abstention. The draft is approved.

2.2 Document Retention Policy

--Rob calls the vote to approve the document retention policy draft. Results: 7 in favor, 0 opposed, 0 abstention. The draft is approved.

3. Staff and Committee Updates

3.1 Staff Reports

3.1.1. Underwriting Report- Ray Laager

--Submitted prior to meeting via email.

--We had a good month. Pledge drive was great.

--Transition is happening with some of our long-time supporters. We're gaining new underwriters at a more "modern" rate.

--Jeannie asks if Ray sees any changes in the upward trend in underwriting. He sees a little change since Chico Performances is finished for the season. They make up 12% of our underwriting budget. Have been picking up other events and festivals. El Rey is buying ads. Union Restaurant in Oroville is interested.

3.1.2. GM Report- Grant Parks

--Submitted prior to meeting.

--Jeannie asks how well the festival tickets sold during the pledge drive. Grant: the closer the event is geographically, the faster the tickets sold. Leah: we got eight different festivals to contribute and we currently have three left. Still brainstorming on how to use these as fundraising opportunities.

--Jeannie asks what the average pledge amount was and how we did on getting monthly donations. Grant says he can get that information for the next meeting.

--Rob: He is glad to see that Grant has been talking to Kim Weir and asks for an update. Grant has had conversations with her about general KZFR news and information segments. He thinks she would be a great addition to the station. Hoping for something to start at the beginning of the fiscal year.

3.1.3. Volunteer Coordinator Report- Leah McKean

--Submitted prior to meeting via email.

--Great month overall.

--Rob thanks Leah and staff for putting in extra hours during pledge drive. It was helpful to have staff there.

--Jeannie thanks Leah for her research on the newsletter drops. Suggests we try to gain back our lapsed/unsubscribed donors. Asks if our mailing list is segmented. Leah says that we have tried to categorize our contacts more recently. Jeannie suggests if we can add more “unsubscribe” options.

--Francene comments that she could feel more energy and excitement behind the pledge drive and gives kudos for this.

3.2 Treasurer’s Report- John Burge

--Submitted prior to meeting via email.

--Report was for the 10 months ending in April 2022.

--Jeannie asks for a definition of how fundraising and donation income is classified. Grant: fundraising net is concerts and events; not the total we brought in, it’s the net: how much we profited or lost on the total of events. Donations are unsolicited- ex. Car donations. Also includes monthly donors.

--John asks if the CPB requires us to net the fundraising expenses against revenue. Grant: CPB is more concerned about the gross income. He suggests that we do not net them, line item for each of them.

--Dan asks how much we need to make between now and the end of the fiscal year to meet our \$300K CPB mark. Grant estimates that we are at approx. \$217,000. Grant has been using Little Green Light to track this. Rob: at exec meeting, other sources of income that hadn’t been added into the ledger were discussed that might give us a more accurate estimate of this. Grant also mentions that at the end of every fiscal year, we reach out for in-kind services as donations that count towards the \$300K goal. CPB looks at things that are essential to station operations (ex. John Burge’s work for the station). \$15,000 relief grant from State of California received in July has also not been counted.

3.3 Committee Reports

3.3.1. Executive Committee- Rob Davidson

-The committee discussed the upcoming draft budget and they have been working on the GM job review. At the May 24th meeting, in closed session, the board will also be reviewing the results of the executive officer’s review of Grant.

3.3.2. Program Committee (PC) - Grant Parks

--PC report was sent out prior to meeting via email.

--Received the PSAs created by PV High School Media arts department that will be put into rotation. Six different PSAs regarding mental health and young people.

3.3.3. Community Advisory Board (CAB)-Rob Davidson

--Next meeting will likely occur sometime in the new fiscal year.

3.3.4. Fundraising Committee- Grant Parks

--Fundraising report was sent out prior to meeting via email.

--Trying to adhere to the board budget calendar.

--Both Jeannie and Rob ask about the fiscal YTD actual vs. budget reports and where those are most appropriate to review- Jeannie expresses that as a board member, she would like to receive/review these reports as well. Grant says he can include it in his future reports.

--Jeannie asks about our USDA grant. She asks about the matching funds required for this grant. What is the amount of the grant and the expected award date? Grant received an email earlier today informing that we were approved for \$27,100 for the transmitter site.

--Lili asks if there is a way to include monthly progress towards our \$300K CPB funding goal in his reports. Grant says he keeps a running tally and references our donor retention software. He has been working with Dolly, our bookkeeper, to add a new classification type. They haven't figured this out quite yet. Lili says she can help out if needed.

--Rob says we have identified a need for increased grant-writing, especially non-federal grants. Once the school year is over, Rob plans on focusing more on researching these grants.

3.3.5. Document Review Committee- Rob Davidson

--The committee did not meet last month. Next meeting rescheduled for later this month.

--Continuing to work on board policy manual. Will update as soon as possible.

4. Matters for Discussion

4.1 Board Recruitment Update

--Three candidates present at the meeting tonight. Francene Kennedy was interviewed at previous board meeting.

5. Meeting Finalization

5.1 Review Items for next BOD Agenda: Draft budget for fiscal year 2022/2023, board recruitment update, and GM job review results will be topics of discussion for the special board session on 24 May.

5.2 Meeting Close/Thank You

Next meeting will be 24 May 2022 on Zoom.

6. Closed Session

6.1 Interviews with BOD applicants

Meeting minutes respectfully submitted by S. McCoy