

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

Board Meeting Date: 14 June 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.)

Elizabeth Daniels-Curry (Liz)

Bobbi Tryon (VP-interim)

Dan Joseph (Sec.)

Jeannie Trizzino

John Burge (Trea.)

Karl Ory (arrived late)

Eliane Silva (Lili) (arrived late)

Absent: None

Staff:

Grant Parks, General Manager

Ray Laager, Underwriting Director

Leah McKean, Volunteer Coordinator

Mark Baker, Production Assistant

Guests: Francene Kennedy (board appointee), Mary Tribbey (board appointee), Laura Lukes (board appointee)

1. Meeting Opening

1.1 Call to Order/ Begin Recording/Welcome/Attendance

1.2 Amend/Approve Agenda

Discussion:

Rob proposes amending the agenda to add discussion item 4.2; a brief discussion about board officers for the fiscal year 2022-2023.

Action: Motion to approve agenda as amended- Liz Daniels-Curry

Seconded- John Burge

Roll Call Vote:

Ayes: All

Noes: None

Abstain: None

Absent: None

1.3 Amend/Approve Previous Minutes

1.3.1 May 24 minutes were distributed via email.

Discussion:

Jeannie points out that Enide Allison charitable foundation is spelled incorrectly.

Action:

Motion to accept May 24 minutes as amended.- Jeannie Trizzino

Seconded- Liz Daniels-Curry

Roll Call Vote:

Ayes: All

Noes: None

Abstain: None

Absent: None

1.4 Public Input/Correspondence

Discussion:

--Mark Baker introduces himself to the board as our new production assistant.

--We received an email from a listener wanting to remain anonymous regarding a programmer who has been promoting a book he wrote; a lot of attention on the book and not as much focus on the music. Rob forwarded this email to Grant and the program committee for follow-up.

1.5 Announcements

Discussion:

--Rob encourages KZFR staff, board, and volunteers to vote for KZFR for best radio station in the Best of Chico for Chico News and Review. Ray encourages people to vote for our underwriters as well.

--Rob thanks Bobbi Tryon for her service on the board.

--Bobbi asks Ray about what the easiest way to see a listing of all of our underwriters is. Ray: kzfr.org, "Underwriters" tab. Logo'd link takes you to their website or Facebook page.

2. Action Items

2.1 Budget for FY 2022-2023

--Jeannie asks for a clarification regarding whether our insurance covers our transmitter site as well as the office. Grant clarifies that it does. She also asks if we have fire insurance included. Grant says that there is a fire coverage included- it would possibly cover a complete loss of our equipment, but the building and tower is owned by someone else.

--Rob calls the vote to approve the Budget for FY 2022-2023. John motions to approve. Bobbi seconds. Results: 8 in favor, 0 opposed, 0 abstention. The budget for FY 2022-2023 is approved.

3. Staff and Committee Updates

3.1 Staff Reports

3.1.1. GM Report-Grant Parks

--Submitted prior to meeting.

--Bobbi says that she likes the silent pledge drive idea. Grant: Letters will be going out to lapsed donors as well as unfulfilled pledges from Spring pledge drive.

--Liz likes the PSAs from PVHS. Asks if Ginger is working on these with them. Grant says she is not, but that Ginger has agreed to be a liaison for her student body as she moves into her junior/senior year in the fall. With this two-prong approach, he's hopeful we'll get more youth engagement.

--Jeannie: the audit requirement for the USDA grants; is it an audit of the grant itself and is the cost included in the submission of our grant or is there an extra cost involved. Grant says he is still figuring this out. We will be doing an audit at the end of this month for our bi-annual fiscal year already. Did not line-item anything in the grant for cost of an audit and he is not sure if it's an audit of expenses related to the grant or of the entire organization's finances.

--Jeannie: planning expenses for a new operating board. Grant: still determining when we will be needing this; our current board can last another year or two. Each channel is approx. \$1,000. Jeannie has noticed on our form 990 that all of our assets like this have been being depreciated for years. Is this something we are planning to save for now or fundraise for specifically and what's the price range on an operating board? Grant would like to have a pledge drive or two

themed around this. Lots of research involved. They can range from \$15,000-\$20,000. Jeannie: could we do a specific ask to angel/major gift donors? Grant says that something like this would be put into a very large project plan he'd put out to major gift donors. He's been working on donor engagement and development and figuring out who would belong to a major gift group. Jeannie thinks it could be a good ask and compelling.

--Rob asks if we have final numbers on Lambstock and McCutcheon shows. Grant: for McCutcheon he will have to estimate after expenses incurred from performance fee, hotel, and venue rental- estimated \$1,500-\$1,800 loss. Lambstock will offset the loss on McCutcheon. Final count minus cash box approx. \$1800-1900 and approx. \$550 via credit card swipes etc.

3.1.2. Underwriting Report- Ray Laager

--Submitted prior to meeting via email.

--A little decrease this month; anticipated this with the end of season of Chico Performances. Ray is confident we can keep this underwriting relationship going.

--June is looking good. More businesses are using the annual contract.

3.1.3 Volunteer Coordinator Report- Leah McKean

--Submitted prior to meeting via email.

--Bobbi and Rob appreciate the social media data that was included in the report. Leah plans on including more data likes this in future reports; it shows that we need to do more outreach beyond Chico.

--Jeannie: good job on digging into Constant Contact. Encourages Leah to learn more and appreciates the growth mentality. Leah: they're starting to offer more webinars; she plans on attending the webinar on marketing through texting. Jeannie asks how popular text-to-donate was during pledge drive. Grant: low source of income; most people who did text donated at least twice. Leah says this is where the idea for the coffee cup sleeves came in, to remind people of the various ways you can donate.

--Jeannie appreciates Grant included our planned events in his report so that she can plan ahead for making time to volunteer at these events.

--Liz loves the outreach to PVHS.

3.2 Treasurer's Report- John Burge

--John was unable to access Quick Books. No report submitted.

3.3 Committee Reports

3.3.1. Executive Committee- Rob Davidson

-Committee did not meet this month.

3.3.2. Program Committee (PC)- Grant Parks

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

--Rob likes the idea of moving Robert Jones' show, String Theory, to the Sunday slot.

3.3.3. Community Advisory Board (CAB)- Rob Davidson

--Committee plans to meet in July.

--Laura Lukes will be stepping off of the board. Rob thinks we need to put out a call for more CAB members. Encourages board members to invite people they think may be a good fit to apply.

--Rob: if any board members would like to volunteer to be the liaison between the board and CAB, that would be great as Rob is becoming busier.

3.3.4. Fundraising Committee- Grant Parks

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

--Met on 19 May. Reviewed finances up until end of April 2022. John's treasurer's report will be more up-to-date. Main takeaway from meeting: Rob's idea to create a subcommittee devoted to grant writing and research.

3.3.5. Document Review Committee- Rob Davidson

--Committee met on 1 June.

--Continuing to work on updates to board policy manual. Closing in on an updated draft within a month or two.

--Next meeting is 28 June.

4. Matters for Discussion

4.1 Board Recruitment Update

--Francene Kennedy, Laura Lukes, and Mary Tribbey (board appointees) present at the meeting tonight. Steve Scarborough nominated as programmer-elected board member. 4 new incoming board members.

--Rob would like to meet either in-person or online with new board members to get them oriented and acclimated to the board.

4.2 Board Officers for FY 2022-2023

--Rob: elected positions that we will take a vote on. Rob would like to continue as president for his final year on the board. Open slot for vice president and secretary. For July meeting, we need to vote for and approve officers for next fiscal year.

--Liz asks if there's a place online to find requirements for these positions. Rob says that the bylaws have descriptions of each position, but they're not 100% accurate. Feel free to speak to him or any other board member about what each position entails.

--Laura asks if John and Dan are planning on continuing to serve in their current positions. Dan will be stepping down. Rob thanks Dan for his time and service on the board.

5. Meeting Finalization

5.1 Review Items for next BOD Agenda: Vote for board officers for FY 2022-2023 will be action item at July meeting. COVID Concert Policy, reinstating the News and Public Affairs Committee, Strategic Planning, will be matters of discussion at July meeting.

5.2 Meeting Close/Thank You

Next meeting will be 12 July 2022 on Zoom.

Meeting minutes respectfully submitted by S. McCoy