

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

Board Meeting Date: 12 December 2023

Location: KZFR, 341 Broadway, Suite 416, Chico CA 95928

Commencement Time: 6:03 pm

Meeting Open-6:03 pm/Meeting Closed 7:50 pm

Present:

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

Karl Ory (Pres.)	Michael Gregg*	Julie Kennedy
Laura Lukes (VP)	Mark Gray*-arrived late	
Jeannie Trizzino (Sec.)	Eric Johnson	
Kim Weir	Mary Tribbey	

Absent: Michael McGinnis (Trea.), Paul Blackwood

*programmer-elected

Staff:

Grant Parks, General Manager

Leah McKean, Volunteer Coordinator

Ray Laager, Underwriting Director

Shirley McCoy, Office Assistant

Guests: Rob Davidson, ex-officio Board member

1. Meeting Opening

1.1 Call to Order/ Begin Recording/Welcome/Attendance

1.2 Amend/Approve Agenda

Discussion:

Karl proposes amending the agenda to include a discussion to defer January’s Board meeting until February due to the Strategic Planning Committee meeting on 7 January.

Action: Motion to approve agenda as amended. - Laura Lukes

Seconded- Jeannie Trizzino

Roll Call Vote:

Ayes: All

Noes: None

Abstain: None

Absent: Michael McGinnis, Paul Blackwood, Mark Gray

1.3 Amend/Approve Previous Minutes

Discussion:

No discussion.

Action: Motion to approve November minutes. - Laura Lukes

Seconded- Mary Tribbey

Roll Call Vote:

Ayes: All

Noes: None

Abstain: None

Absent: Michael McGinnis, Paul Blackwood, Mark Gray

1.4 Treasurer's Update

1.4.1. Review and Approve October 2023 Financials

Discussion:

--Grant reports that Michael pointed out a large amount in our petty cash account. He explains that this was due to a duplicate entry of \$4500 cash bank for the Chikoko fashion show event. He emailed the Bean Counting firm to void this transaction. Grant also reports that he has reallocated some of the funds from the Roge show as there was incorrect data input into the Quickbooks Online system.

--Eric asks for an explanation on the amount in a gift cards account. Grant explains that this was from our campaign Music Around the Campfire from several years ago that is still in our account register. Eric expresses a want for having at least three people within the organization who can understand our financial reports.

Action: Motion to defer approval of October financials until next Board meeting. – Mary Tribbey

Seconded- Eric Johnson

Roll Call Vote:

Ayes: All

Noes: None

Abstain: None

Absent: Michael McGinnis, Paul Blackwood, Mark Gray

1.4.2. Status Update on End of Year Tax and Legal Documents-due November 15, 2023.

Federal IRS Form 990 (Federal nonprofit tax return)

California Form 199 (CA nonprofit tax return)

California Form RRF-1 (CA nonprofit registration renewal)

Discussion:

--Grant: we filed extensions for the tax filings and CPB reporting.

1.5 Public Input/Correspondence

Discussion:

--We received an email about Radio Paradise. Leah and Grant both replied. We also had a comment on last Friday's Radio Daze- he did not like the music being played.

1.6 Announcements and Recommendations

Community Advisory Board (CAB) 1/2024, TBD, offsite/zoom

Document Review Committee: 12/28/2023 via Zoom

Executive Committee: 1/9/2024 at station

Fundraising/Grant Writing Committee: 12/19/2023 in person

News Committee: 1/2024, TBD, at station

Program Committee (PC): 12/21/2023 at station

Strategic Planning Committee: 1/7/2024 in person, offsite

See: [KZFR Board and Committee Meeting Google Calendar](#)

BOD Event Cash Counts needed for the following events:

2/15/2024- Lizzie No

3/28/2024- The Rough and Tumble

-Laura asks if it would be beneficial to post hard-copy notices of these Board and Committee meetings somewhere at the station. Grant: all the information about notice of Board meetings is on our website. Rob adds that he does not think the Bylaws say anything about publically announcing any Committee meetings besides the CAB meetings.

-Karl proposes postponing the 9th January Board meeting due to the all-day 7th January Strategic Planning Committee large group meeting. Michael moves to postpone the 9th January Board meeting. Mark seconds. Results: 9 in favor, 0 opposed, 2 absent. The 9th January Board meeting is postponed. Karl announces that the Executive Committee will meet on the 9th. The next Board meeting will be held 13th February.

2. Action Items- NONE

3. Staff and Committee Updates

3.1 Staff Reports

3.1.1. GM Report-Grant Parks

--Submitted prior to meeting.

--Mary asks how long it takes people to complete fulfilling their pledges. Grant: 95% come in within 4 months of Pledge Drive's end. She also asks how many monthly donors increased their monthly donations during Pledge drive.

--Laura asks how long of a commitment the monthly donation is. Grant says currently, it goes in perpetuity. Laura further asks if someone pledges as a monthly donor one pledge drive and again in the next pledge drive, does that person have two monthly donations? Grant says that is currently what he and Shirley are working on- if we see two monthly donations, Shirley has been emailing folks asking if they'd like to cancel one. Michael- as an existing monthly donor, would this be two separate donations or charged as one? Grant- we'll ask how the donor would like to do this.

--Jeannie asks about the new programmer orientation regarding the number of RSVPs vs. actual attendees and if that is typical. Grant says it is. She asks if anyone expressed interest in off-site programming. Grant says they were all interested in live. Jeannie also asks about the CAT 5 cables and how expensive they are. Grant explains that the labor for installing the cables is the expensive cost- approx. \$1300. The labor cost was an additional estimate. She also expresses giving some thought to what might make public affairs programmers happy as well as our music DJs in regards to getting DJ equipment.

3.1.2. Underwriting Report- Ray Laager

--Submitted prior to meeting.

--Eric asks what the Holiday special is. Ray: it's a higher exposure special. Instead of the standard 3 messages/wk they get 5. 3, 6, and 8 weeks. Brings in additional approx. \$3,000. Eric asks how these get integrated into the programming. Ray: he talks to the underwriters about what

shows/timeslots they want to be in. He tries to recommend they go into different time slots. Diversify. Most rotate by 2 hours unless they are locked into a certain slot.

--Laura asks about Raging Bull- does our broadcast signal reach that far out? Ray: new holiday special underwriters- they came to us. They get a signal fairly well. Eric: Ramble West? Ray: we are still finalizing. Ray says that the Devastation Suds can release party was a huge success.

3.1.3 Volunteer Coordinator Report- Leah McKean

--Submitted prior to meeting.

--Eric asks about the low programmer participation. Leah: pre-pandemic, she tracked everyone's non-broadcast volunteer hours. Every programmer is required to give 10 non-broadcast volunteer hours. This could be anything not done during broadcast hours in the studio as long as it's agreed upon. Leah manages this. Eric asks if Leah struggles to get full participation of this requirement. The majority of people hit it or get very close, and a few people go way beyond the requirements. There may be about a dozen people that don't fulfill the requirement. Leah will start calculating everyone's hours starting in January/February. Eric suggests that this could tie into our programmer trainings. Leah thinks the low participation was probably partially due to the fact that she hasn't been tracking everyone's hours like before the pandemic. Mark comments that Leah has done a great job managing our volunteers over the years and volunteerism has seemed to improve.

--Jeannie points out that people are feeling more connected to the station and that we should continue to strive for this more. She asks how the testimonial line has been working for us. Leah: not very many people; there's been one troubled caller who has been continuously calling- Shirley suggests blocking the number. Jeannie suggests using an email for people to send voice memos to.

3.2 Committee Reports

3.2.1. Executive Committee- Karl Ory

-Committee met last week.

-The Committee reviewed and approved the final agenda for the Board meeting and the November financials.

-Karl reminds people of the Board timeline: March is the beginning- the Board and Executive Committee will start looking at month to actuals, actuals to budget, fundraising projections, capital improvement projects, etc.

-Karl reports that Robert Jones has offered to lead us in a diversity training- details TBD. It would be Board and staff participating. Possibly in February sometime.

3.2.2. Program Committee (PC)- Grant Parks

--Submitted prior to meeting.

--Eric asks if there's any hands-on training associated with new programmer orientations. Grant: In order to have your own program, you are required to go through a one-on-one training process where you learn to use all of the equipment. The first new operating room is being put into the production room several months ahead before the other new one is put into the broadcast studio so that people have time to familiarize themselves with the new board.

--Jeannie asks how Radio 101 relates to the Programmer Handbook and if it relates to an update of the Programmer Handbook. Grant: there's no policies; it's a standalone how-to document.

--Eric asks about live-streaming local live shows. Grant: Grant invites Eric to join the next Program Committee meeting to further discuss this idea. He asks if any new news programming would also bump existing programming as well. Grant: it would be taking the place of a pre-recorded show we receive from off-site. Eric asks if we have a process for reviewing current shows to make sure they're still relevant. Grant says this is exactly the job of the Program Committee. There's further discussion on various aspects of the possibility of having live broadcasts/streaming of local live shows.

3.2.3. Community Advisory Board (CAB)- Karl Ory

--Committee has not met since April.

--Karl hopes to see CAB members at the 7th January SPC meeting and wants Michael Gregg to get to know all the members and get them involved.

3.2.4. Fundraising Committee/Grant Writing Sub-Committee- Grant Parks

--Committee did not meet in the month of November; therefore, no report was submitted.

--Next meeting will be held 19th December.

3.2.5. Document Review Committee- Rob Davidson

--Committee met last week. Reviewed some fine points on the Employee Handbook. Grant and Rob are meeting with People Rock HR on Friday for final draft. Final draft will be shared for review with Board soon.

--The next meeting the Committee will be looking at first four articles of the Bylaws. This meeting will be held 28th December at 5pm via Zoom.

3.2.6. Strategic Plan Committee- Rob Davidson/Mary Tribbey

--Committee met on Monday night.

--Mary and Rob distributed hard copies of a working agenda for the upcoming 7th January meeting. Rob explains that this will probably be the most important meeting they've had in the entire process. They want everybody to make every effort to be there. Everybody will receive a packet of information to review prior to the meeting. After previous meeting, a top 10 list was formulated of top priorities to focus on. We will be drafting goals- actions to achieve vision. Timelines and committees tasked with doing the work.

--Laura asks about the parking situation at Riparia Farm. Mary: Sue has asked people to carpool out to the location. They will send out documents for review before Christmas and again prior to the meeting. Parking map will be sent before meeting. Riparia is pending final confirmation- very likely where it will be held.

--Julie asks if this will be a smaller group than the last meeting. Mary: it will be smaller by about 6 people- it is very important to rsvp yes or no. The size of the group can dictate how things are done. They are hoping for at least 20 people.

3.2.7. News Committee- Grant Parks

--The Committee met on 11th December.

--Laura asks what the Board's role is in the News Committee. Kim: they are looking for funding to start something. They will try to come up with something by March in time for the new budget. Kim points out that we have a big resource in the public affairs programming already that is not being well-utilized. If we had an experienced person as a half-time news director, we could use a lot of what's in the archives and current affairs and turn it into news content.

--Laura points out that the station's original mission statement does not mention music- Rob says it does not, but it does mention news.

--Jeannie suggests we think about using transcriptions so that our public affair show topics could be more searchable. She gives an example of Linda.com- they experienced a huge uptick in subscriptions when transcriptions of their tutorial videos became accessible. Mary asks Grant if this would make it so that shows could stay on the archives for longer. Grant: if they did not have copy written music, yes. Kim suggests that the transcripts could be published as articles. Rob adds that we could have a text library of past transcripts available.

--Next meeting will be held 8th January at 4pm at KZFR studio.

4. Matters for Discussion

4.1 Committee Updates

-This may become a part of the Bylaw discussion with Document Review Committee. Karl is still working on a draft. Eric asks that Karl includes which committees are in need of more people.

5. Meeting Finalization

5.1 Review Items for next BOD Agenda: No action items at February meeting. No discussion items at February meeting.

5.2 Meeting Close/Thank You

Next meeting will be 13 February 2024 at 6:00 PM *via Zoom*.

Meeting minutes respectfully submitted by S. McCoy

