

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

Board Meeting Date: 8 February 2022

Location: Virtual Meeting

Commencement Time: 6:00pm

Meeting Open- 6:00pm/Meeting Closed 7:49pm

Present:

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

Rob Davidson (Pres.)

Bobbi Tyron

Jeannie Trizzino

Eliane Silva (Lili)

Paul O’Rourke-Babb

John Burge (Trea.)- arrived late

Elizabeth Daniels-Curry (Liz)

Dan Joseph (Sec.)

Absent: Courtney Farrell (VP), Karl Ory

Staff:

Grant Parks, General Manager

Ray Laager, Underwriting Director

Leah McKean, Volunteer Coordinator- arrived late

Guests:

1. Meeting Opening

1.1 Call to Order/ Begin Recording/Welcome/Attendance

1.2 Amend/Approve Agenda

Discussion: Grant wants to amend the agenda to include the Program Committee Application for Marci Ligammari. Rob confirms it is already on the agenda as matter of discussion item 4.4.

Action: Motion to approve agenda- Paul O'Rourke-Babb

Seconded- Dan Joseph

Roll Call Vote:

Ayes: All

Noes: None

Abstain: None

Absent: Courtney Farrell (VP), Karl Ory

1.3 Amend/Approve Previous Minutes

1.3.1 January minutes were distributed via email.

Discussion:

No discussion.

Action:

Motion to accept January minutes. - Bobbi Tyron

Seconded- Lili Silva

Roll Call Vote:

Ayes: All

Noes: None

Abstain: None

Absent: Courtney Farrell (VP), Karl Ory

1.4 Public Input/Correspondence

Discussion:

--Grant forwarded emails from listeners concerned about anti-vaccination messaging on Sunday programming who were wanting the station to address these concerns. Grant followed up with the listeners via email and the program committee will also be discussing these concerns at their next meeting.

1.5 Announcements

Discussion:

--Paul: Reached out to Pacifica Radio Affiliates station manager regarding the legality of the station messaging around gerrymandering etc. Awaiting a reply. Also heard from a woman at

Grassroots Radio who is the FCC Rules and Regulations lawyer. Consensus: As long as a non-profit station is not receiving money for any kind of political issue, there's no issues. FCC is loose about what constitutes violations; non-profit sector is more restrictive. Cannot promote any political candidates. Also put in a request to Pacifica to do a workshop on Major Donor Campaigns. Stephanie is working on this.

2. Action Items

2.1 Vote on Board COVID concert policy.

3. Staff and Committee Updates

3.1 Staff Reports

3.1.1. GM Report- Grant Parks

--Submitted prior to meeting via email.

--Rob expresses his excitement for the Spring Pledge Drive and notes that we won't be having outside people staff the phone bank and so that responsibility falls on staff and board members. He encourages every board member to pick up at least one phone shift. He asks for confirmation that there will be no paperwork and that everything will be entered on the computers. Grant confirms that the old workstations are going to become pledge workstations with everything needed for inputting pledge info. Rob also asks about training. Grant confirms that we will be having a pledge drive pep rally on March 30th where he will do a walk-through of the pledge and donation forms. We will also have a staff member present at all times to assist.

--Rob congratulates Grant on the completion of the major gift certification course. He asks what the next step is after the completion of the course. Grant explains that part of the course was to identify a caseload of potential major donors. Throughout the year there's touchpoints to make- there will be lots of phone and 1-on-1 time involved. The next step is to begin the work on the calendar. The course pointed out that 75% of the major gifts given in the non-profit industry occur between October-December (end of the year). Developing programs for major gift donors to establish a good relationship. Will be working with program committee on this.

--Jeannie asks if we're going to be implementing any kind of text-to-donate call to action. Grant says that it is worth looking into. She says she plans to fill at least 2 phone-shifts for pledge drive. She asks about the 2021 fiscal year taxes- asks to confirm that it's the Form 990 that will be submitted when Michael goes through QuickBooks. She asks about how much time Grant is spending on supervising and training staff. Grant says overall the time has been decreased since Shirley has been working at the station.

--Paul expresses thanks for Grant completing the major donor training. He will let Grant know when he hears from Stephanie about the Major Donor Campaign workshop.

--Lili expresses appreciation for cable (?) change and for functioning equipment for the programmers.

3.1.2. Underwriting Report- Ray Laager

--Submitted prior to meeting.

--We had a good month. February is looking good. Diane Suzuki has been spearheading gathering donations for silent auction. It's been a successful strategy to reach out to businesses early; receiving good responses. Have been receiving some new interest.

3.1.3. Volunteer Coordinator Report- Leah McKean

--Submitted prior to meeting via email.

--Lili did not understand the Hoot suite report. Leah explains that it was their 2021 Year in Review Report. The report showed that we do post average of 2-3 posts/day. We're very popular on Facebook and growing on Instagram, but not very popular on Twitter. Leah participated in a five-part webinar offered through Constant Contact where they covered a variety of online marketing including social media. It gave tips on how to tweak posts to match what followers are doing on different platforms- she's going to try to tweak Twitter posts to see how it might help our Twitter presence. Leah explains that we pay an annual fee for their service. It's due in April and the fees have risen- will have to explore if it's worth renewing.

--Jeannie thought it impressive to see our Instagram growth. Uplift community short with Brian Asher. Suggests putting it on social media, maybe Instagram reels. Put KZFR logo onto it. She asks about vaccine requirements for volunteers for the pledge drive. Leah says we will need to discuss it before the April pledge drive. Jeannie encourages people to sign up for the in-studio photo shoot on February 20th. Leah points out that we will be social distancing, masking, and limiting the number of people in studio all at once during the shoot.

3.2 Treasurer's Report- John Burge

--John was absent. Was unable to submit report prior to meeting due to technical issues.

3.3 Committee Reports

3.3.1. Executive Committee- Rob Davidson

-The committee met on February 3rd. Finalized the paperwork and timeline for the GM review. The review process will begin in April and will be finalized in May with a final vote in June meeting.

3.3.2. Program Committee (PC) - Grant Parks

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

--Rob asks about the programmer who is currently under review- timeline. Grant confirms that we have ongoing email threads. He feels that any kind of major action should be voted on before being taken. It will be a matter of discussion at next PC meeting.

3.3.3. Community Advisory Board (CAB)-Rob Davidson

--Next meeting is scheduled for February 22 at 6pm on Zoom. Agenda is posted on KZFR website.

--Lili asks if this will be an advisory meeting. Rob explains that they serve as an advisory board that reviews our policies, etc. and gives feedback etc. It is a formal requirement per CPB and they have to meet at least once a year. They've been meeting quarterly. Lili would like to participate.

3.3.4. Fundraising Committee- Grant Parks

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

--Lili points out that she did not see the April 17th Seeds of Love event on the committee meeting minutes.

--Rob suggests that Grant include who was present at the meeting in future meeting minutes.

--Lili says that she is having success in contacting people for the silent auction.

--Rob reports that he had a meeting with Patrick Newell at Chico State, former Dean of Libraries. He's a skilled grant writer and has access to grant databases. Rob, Grant, and Leah are planning on setting up a meeting with Patrick to identify some grants we might want to pursue.

3.3.5. Document Review Committee- Rob Davidson

--The committee met on January 27th. Next meeting is scheduled for February 24th. They discussed some proposed revisions to the programmer's handbook. They are continuing working on the board policy manual.

3.3.6. News Department Committee- Leah McKean

--Committee is currently on hiatus.

3.3.7. Virtual Event Committee- Leah McKean

--Committee is currently on hiatus.

4. Matters for Discussion

4.1 COVID Concert Policy

--Draft of policy was submitted prior to meeting via email.

--Rob states that the statewide mask mandate is not going to be renewed after February 15th.

--Lili asks what Rob thinks about the COVID concert policy draft. Rob thinks that the draft is very good and flexible. Rob says that we can revisit the policy later on, but we need the policy now for planning events for the next 2-3 months.

--Jeannie appreciates the italicized paragraph stating that there's inherent risk in attending concerts and removing responsibility from the station. Grant says that this is a standard language in many venue COVID concert policies.

--Liz asks what will be done if the mask mandate continues to April 15th. Rob confirms that based on the draft policy, we would be enforcing proof of vaccine or negative test regardless of the mask mandate.

--Grant expresses that he would like to expedite the process of approving the policy so that he can be communicating the information to ticket buyers, bands, promoters, etc. ahead of time.

--Bobbi moves to suspend Robert's rules. Dan seconds. Rob calls the vote. Results: 7 in favor, 1 opposed, 0 abstention. The motion succeeds and the policy becomes an action item.

--Rob calls the vote to accept COVID concert policy as written. Results: 6 in favor, 0 opposed, 2 abstentions. The concert policy is passed.

4.2 Matrix Proposal

--Paul likes the language regarding our bylaws, and that syndicated programming can be used in place of public affairs/news/children's programming. He thinks it will help give flexibility.

--Jeannie would like to see something added to confirm that there are three different kinds of programming. Asks Grant if there is consensus from programmers on open format. Grant hasn't queried the programmers as a whole.

--Rob suggests that the committee can assess a program based on what it was approved to do.

4.3 Setting Budget Objectives for Fiscal Year 2022-2023

--Passed budget process document in October. The board was tasked with identifying budget objectives for next fiscal year. Because of bottlenecks with taxes, etc. this has not yet been addressed.

--Rob: Aiming for meeting \$300,000 CPB budget goal.

--Jeannie: She has only seen NFSS summarized at end of the year. She would like to see a trending chart to help better understand our standings. Getting more data and information.

--John: The gross income for fundraising events- don't net income against expenses. Document donated services.

--Grant: receive at least \$15,000 in non-federal grants every year (state, local etc.). Large grants we could pursue with more work. Jeannie thinks it would be good for KZFR to identify and pursue grants. Thinks that the goal should be specific: the station should identify and apply for 1-3 written grants.

--John: Asks about approaching North Valley Community Foundation. Grant says that we have tried to write a grant for them before, but it was not successful. Paul mentions a station similar to

ours in Vermont that recently did 10x's more grants in the last year- Paul will send the contact information to Grant if wanted.

--Paul: would like to see a way of tracking non-monetary donations, and look into how to create a major donors campaign.

--Bobbi: agrees with Jeannie; we should do 1-3 written grants. There is a list of grants, and we should have a designated person to identify grants worth pursuing.

--Jeannie: Better monitoring of metrics of existing donors: average donation size, new donors. Capital improvement plan.

4.4 Program Committee application: Marcie Ligammarri

--Rob calls the vote to approve Marcie for program committee. Results: 8 in favor, 0 opposed, 0 abstentions.

4.5 Board Fiscal Year Schedule Draft

--Liz asks confirmation that the purpose of the schedule is to be a guide to help keep the board on track. Rob confirms that it is the purpose.

--Paul appreciates receiving the calendar; it helps to keep on track.

--This will be an action item in March BOD meeting.

5. Meeting Finalization

5.1 Review Items for next BOD Agenda: Matrix proposal, Board fiscal year schedule, estimate for next fiscal year revenue and expenses Budget item, New Board members recruitment will be discussion items for March board meeting. Lili requests to have a discussion about station policies regarding responses to negative listener feedback- will also do discussion items for March board meeting.

5.2 Meeting Close/Thank You

Next meeting will be 8 March 2022 on Zoom.

6. Meeting adjourned 7:49 p.m.

Meeting minutes respectfully submitted by S. McCoy