

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

Board Meeting Date: 11 February 2025

Location: Virtual Meeting

Commencement Time: 6:00 pm

Meeting Open-6:00 pm/Meeting Closed 7:06 pm

Present:

A quorum is defined as a 'majority of board of directors' under Bylaws, Sec. 5.

| | | |
|------------------------|----------------------------------|----------------|
| Laura Lukes (Pres.) | Mark Gray* | Shelby Hebert* |
| Mary Tribbey (Sec.) | Emmanuelle Sainte (arrived late) | |
| Paul Blackwood (Trea.) | David Fuhs* | |
| Julie Kennedy | Eric Johnson | |

Absent: Karl Ory, Josh Indar*

*programmer-elected

Staff:

Grant Parks, General Manager

Leah McKean, Volunteer Coordinator

Shirley McCoy, Office Manager (arrived late)

Diane Culpepper, Business Manager

Guests:

Jeannie Trizzino, Ex Officio Board Member

1. Meeting Opening

1.1 Call to Order/ Begin Recording/Welcome/Attendance

1.2 Amend/Approve Agenda

Discussion:

No discussion.

Action: Motion to approve agenda. - Julie Kennedy

Seconded- Shelby Hebert

Roll Call Vote:

Ayes: All

Noes: None

Abstain: None

Absent: Karl Ory, Emmanuelle Sainte, Josh Indar*

1.3 Amend/Approve Previous Minutes

1.3.1. January 2025 Minutes

Discussion:

No discussion.

Action: Motion to approve January 2025 minutes. - Mary Tribbey

Seconded- David Fuhs

Roll Call Vote:

Ayes: All

Noes: None

Abstain: None

Absent: Karl Ory, Emmanuelle Sainte, Josh Indar*

1.4 Treasurer's Update

1.4.1. Review and Approve December 2024 Financials

Discussion:

--Mary comments that she likes the "budget" column being in gray and suggests formatting the "totals" similarly. She also asks for titles at the top of each column on each page. She asks why our broadcast expenses were so low. Grant explains that since the new fiscal year has started, we haven't had to purchase any new equipment.

--Julie asks why our total insurance expense percentage is approx. 87% of the budgeted amount. Grant: insurance gets paid up front in March or April. Laura points out that our budget is from

July on- we're not into March or April yet and asks if we'll be hit with heavier expenses here. Grant and Diane will look into how these figures ended up where they did.

--Eric asks about our pledge drive expenses being approximately doubled from what we budgeted for. Grant: we spent approx. \$1,900 on a mailer campaign. Eric asks if this raises questions around how we handle thank you gifts etc. Grant: we've attempted to switch away from a thank you gift model with lackluster results, so we take this as a cost of doing business. Grant does feel that the gifts are worth it for bringing in more pledges for us.

--Shelby asks about how the cost of the mailer campaign compared to the amount of donations it brought in. Grant: for approx. every \$1 we spent on a mailer we received approx. \$4. This number was significantly higher with our end-of-year-campaign since we did all of our packaging in-house. Shelby asks if there's any kind of summary of this for the Fundraising Committee to note for the next Pledge drive. Grant agrees that this would be useful and will work on this.

Action: Motion to approve December 2024 Financials. --Shelby Hebert

Seconded- Julie Kennedy

Roll Call Vote:

Ayes: All

Noes: None

Abstain: None

Absent: Karl Ory, Josh Indar*

1.5 Public Input/Correspondence

Discussion:

--No public input/correspondence was received.

1.6 Meeting Notices and Announcements

Community Advisory Board (CAB): 3/12/2025 in person (w/SPC)

Document Review Committee: TBD via Zoom

Executive Committee: 03/04/2025 in person

Fundraising/Grant Writing Committee: 02/18/2025 in person

News Committee: 02/18/2025 via Zoom

Program Committee (PC): 02/27/2025 in person

Strategic Planning Committee: 03/10/2025 in person

Technical Advisory Committee: 02/12/2025 in person

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

BOD Event Cash Counts: (signups shown as of Thursday, January 9, 2024)

Link: [KZFR BOD Internal Controls \(Cash Count\) FY 24-25 Sign-up sheet - Google Sheets](#)

| Count Date | Event | Signed Up | Need |
|-----------------------------------|-------------|-----------|------|
| Friday, February 21 st | Aki Kumar | Shelby H. | |
| Monday, May 5 th | Record Swap | Julie K. | |

--Mary points out that the Strategic Planning Committee will be meeting 10 March in addition to meeting with the CAB on 12 March.

--Julie points out that the News Committee meeting will be held on 18 February.

--Shelby asks if she needs to reach out to someone to schedule her cash count. Laura: email Diane to find out what time would work for her. Diane does not come in on Fridays, but will be available for the Record Swap cash count. Shelby asks if there's an option to move the Aki cash count to the following Monday. Grant would prefer the cash to be back in the bank the next day. We want two signatures on the cash count sheet- he asks if we could have two board members in for the Friday cash count.

2. Action Items

2.1 Approve Revisions to CAB Guidelines

-Mary moves to approve the revision to the CAB Guidelines. Paul seconds. Results: 9 in favor, 0 opposed, 2 absent. The revision to the CAB Guidelines is approved.

3. Staff and Committee Updates

3.1 Staff Reports

3.1.1. GM Report- Grant Parks

--Submitted prior to meeting.

--Laura asks about the Rik Jam show at The Commons: was this the same band that had visa issues and have we ever used The Commons to present a show before. Grant explains that this is the same band, and that we haven't used the Commons before. They are not charging us for the use of their venue; we won't receive any alcohol sales. Tickets sales and raffles will be our income streams for this event.

--Grant notes that he included an email from the CEO of the CPB acknowledging that we will be receiving the second payment of our CSG grant. If anyone asks, our CPB funding is expected to continue.

3.1.2. Underwriting Report- Ray Laager

--Submitted prior to meeting.

--Jeannie asks about Stephen Wattenberg's retirement; he has been our legal counsel. She asks if we have another lawyer we can go to. Grant will talk to Stephen regarding this. Laura asks if we've worked with other lawyers in the past.

3.1.3 Volunteer Coordinator Report- Leah McKean

--Submitted prior to meeting.

--Our delivery of coffee cup sleeves has been delayed so we will likely start delivering these at the end of February. Chico Natural Foods Co-Op may also be added to our list. The first time we did this, we only had 7-8 cafes and this time we have 12-13 with one café in Oroville. Julie asks if Day Camp Coffee and Bidwell Perk were asked if they were interested. Leah says that Day Camp was asked and she will ask Bidwell next time.

3.2 Committee Reports

3.2.1. Community Advisory Board (CAB)- Laura Lukes

-The Committee met on 30 January. They started to work on their Strategic Plan goals and actions.

-Next meeting will be held on 12 March with the Strategic Planning Committee, Executive Committee members, and hopefully programmer representatives as well.

3.2.2. Document Review Committee- Grant Parks

--No report was submitted.

--Jeannie reports that the Committee has finished reviewing the Bylaws. Jeannie will be combining all the comments into a redline document that will be shared with the Board.

3.2.3. Executive Committee- Laura Lukes

--Submitted prior to meeting.

--No discussion or questions were raised.

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

--No report was submitted.

--The Committee discussed our end-of-year campaign, all of the fundraisers we've put on fiscal year start through December 31st, and a healthy discussion around our 35th anniversary celebration- a lot of the discussion has been around organizing a beer festival at the end of June or beginning of August. Each committee member was tasked with gathering intel from local breweries regarding this. A big factor will be venue availability. Eric reports that the Eagles and Elks Hall could be possible venues. Laura asks if we're committed to an indoor venue for this.

Grant: we're open to indoor or outdoor- outdoor would be nice. Laura suggests the End of Normal. Mary says that they are investigating a few outdoor spaces.

--Shelby suggests keeping families in mind; if we make this event accessible to all different people and families, we may get a better turnout. She suggests advertising a kid's corner etc.

3.2.5. News Advisory Committee- David Fuhs

--No report was submitted.

--The Committee has a completed proposal and draft budget to review at their next meeting.

--Next meeting will be held on 18 February. David suggests a Zoom meeting.

3.2.6. Program Committee (PC)- Grant Parks

--Submitted prior to meeting.

--Eric asks if we were able to live-stream the ALO show. Grant: we streamed ALO and streamed North Mississippi All Stars at the end of January. Eric asks if it's easy to fit these into our programming schedule. Grant acknowledges that it's inconvenient at times but we do not have a lot of control over when the Big Room schedules their shows. Tech-wise it is fairly straightforward. Eric suggests considering creating an opening in our programming for these. Grant says it was purely coincidence that we had these occur close to each other and we definitely do not want to rely on their schedule for our regular programming.

--Shelby expresses the irony in Face the Music being bumped for some particular live-streams from the Big Room. Shelby asks what determines when we can do these live streams. Grant explains that we need approval from the venue and bands, and need to have personnel to be both on-site and off-site. The live-stream also has to fit the overall sound of the station. Sometimes the Brewery will offer shows to us and sometimes we ask the brewery. Other venues definitely ask us to live-stream often. We try not to stream open-mic nights or similar events.

--Shelby expresses interest in the programmer workshops. Grant has not sent out information yet. He is thinking about delaying the start date for this by a week. As soon as information gets sent out, Grant will verify that Shelby is on our programmers' email list.

--Mark: when live-streaming, are we only allowed to use those in the moment? He asks if it is possible for us to record these shows and live-stream them later. Grant explains that the programs stay on the archive for a two-week limit. If we ask nicely, we may be able to save the recordings to put onto a compilation disc. Mark suggests that we could put live-streams on when it doesn't conflict with other shows- this could give us some more leeway. Grant: we would have to discuss this with the bands and venues, but it could be considered.

3.2.7. Strategic Plan Committee- Rob Davidson/Mary Tribbey

--Next meeting will be held 10 March. Rob and Mary have drafted the three guiding questions for Committee chairs in their reporting.

--Mary: one of the goals of the CAB is to identify underserved communities and expanding diversity- this seemed worthy of bringing in a lot of different people to discuss what this means for the station, how quickly to move on this, who to include, etc. This is the reason why they will be inviting other members to attend the next CAB meeting, especially programmers.

--Shelby suggests making a general list of who the underserved people are in our state, then finding out who is serving these people in our community. Each CAB member can commit to contacting 3 organizations about getting involved somehow.

3.2.8. Technical Advisory Committee (TAC)- Grant Parks

--No report was submitted.

--The Committee has sent out a website redesign survey. They have also been looking at examples of websites they like, sharing these with the group, and compiling a list of elements they want to incorporate when creating a new website.

4. Strategic Plan Updates

4.1 Community Advisory Board

--Laura reports that there were some really great concrete ideas about how to reach younger people, particularly using our social media. Laura asks if it would be useful for us to post meeting notes of these conversations.

4.2 Executive Committee

--No update was provided.

4.3 Fundraising Committee

--The Committee is working on the goal of developing a donor stewardship program. Lots of research into the different types of donations we receive. Discussions around profitability of different events, etc.

4.4 News Advisory Committee

--At their next meeting, the Committee will be reviewing their budget and plan for a news department before submitting it to the Board. They have met with the public affairs programmers. They will not be working with Press Forward on this public call.

4.5 Program Committee

--The Committee is still regularly holding New Programmer Orientations and reviewing demos and applications. Still training new programmers.

4.6 Technology Advisory Committee

--The Committee has conducted some market research on radio station websites, specifically non-commercial radio websites.

--They are putting together a website and mobile app redesign survey to go out to all of our different constituents.

5. Matters for Discussion-NONE

6. Meeting Finalization

6.1 Review Items for next BOD Agenda: No action items at March meeting. No discussion items at March meeting.

6.2 Meeting Close/Thank You

Next meeting will be 11 March 2025 at 6:00 PM *in person*.

Meeting minutes respectfully submitted by S. McCoy