

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

Board Meeting Date: 14 January 2025

Location: Virtual Meeting

Commencement Time: 6:00 pm

Meeting Open-6:00 pm/Meeting Closed 7:23 pm

Present:

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

Laura Lukes (Pres.)	Mark Gray* (arrived late)	Shelby Hebert*
Karl Ory (VP)	Emmanuelle Sainte (arrived late)	Josh Indar* (arrived late)
Mary Tribbey (Sec.)	David Fuhs*	
Paul Blackwood (Trea.)	Julie Kennedy	

Absent:

*programmer-elected

Staff:

Grant Parks, General Manager

Leah McKean, Volunteer Coordinator

Ray Laager, Underwriting Director

Shirley McCoy, Office Manager

Diane Culpepper, Business Manager

Guests:

Bryan Bickley, CAB applicant

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. –Karl Ory

Seconded- David Fuhs

Roll Call Vote:

Ayes: All

Noes: None

Abstain: None

Absent: Mark Gray, Emmanuelle Sainte, Josh Indar

1.3 Amend/Approve Previous Minutes

1.3.1. December 2024 Minutes

Discussion:

No discussion.

Action: Motion to approve December 2024 minutes. –Shelby Hebert

Seconded- Julie Kennedy

Roll Call Vote:

Ayes: All

Noes: None

Abstain: Mary Tribbey

Absent: Mark Gray, Emmanuelle Sainte, Josh Indar

1.4 Treasurer's Update

1.4.1. Review and Approve November 2024 Financials

Discussion:

--Paul reports that we saw an increase in the gross profit for November significantly due to the payment we received from the CPB. Overall, total expenditures are holding steady. Total assets also on a positive trend.

--Laura points out that on our budget to actuals under taxes/property we budgeted \$800 for the year but we have actually paid out \$2300. She assumes these are the taxes that the county levies on our assets such as furniture, computers, generator, etc. that caused this figure to be over

budget. She wants us to keep this in mind when working on our projected budget for the next fiscal year- any capital expenditures or purchases of higher dollar equipment that we try to account for this.

--Julie asks about what happened to the pledge drive general expense- budgeted for \$2500, actual was \$4524. Grant: we have an annual trade budget with Printed Image of \$5400- we exceeded this so we had to buy several thank you gifts out of pocket. The increase in our mailers cost us approx. \$2000.

--Mary asks what Stripe is. Grant explains that Stripe is the payment processor that we use for various projects, most commonly on the pledge forms. She also asks about the Chico Sports Club listed under dues and subscriptions. Grant said this is a remnant from previous iterations of our budget. She asks about the expense for \$1002 under payroll expenses that is not budgeted and the taxes and wages that is not budgeted for. Diane explains that Intuit charges us fees for the use of payroll in Quickbooks- this goes into this category. She does not know why there is not a line item for this in the budget.

Action: Motion to approve November 2024 Financials. –Mary Tribbey

Seconded- Paul Blackwood

Roll Call Vote:

Ayes: All

Noes: None

Abstain: None

Absent: Mark Gray

1.5 Public Input/Correspondence

Discussion:

--Grant reports that we received an email from a listener expressing that we should consider not playing as much Christmas music since not everyone celebrates.

1.6 Meeting Notices and Announcements

Community Advisory Board (CAB): 1/30/2025 via Zoom

Document Review Committee: TBD via Zoom

Executive Committee: 02/04/2025 in person

Fundraising/Grant Writing Committee: 01/21/2025 in person

News Committee: 01/21/2024 in person

Program Committee (PC): 01/16/2024 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:

Count Date	Event	Signed Up	Need
Friday, February 21 st	Aki Kumar		1
Monday, May 5 th	Record Swap		1

2. Action Items

2.1 Revisions to CAB Guidelines

--Julie asks if there are term limits to serve on the CAB. There are no term limits but there is a yearly reelection. Laura suggests that we could add a provision similar to that in the Bylaws that upon request, a member could be voted out at any time. Eric is in favor of this.

--Laura will revise the CAB Guidelines document and bring it back for another review at our next Board meeting.

--Mary moves to approve Laura's draft of Welcome to the KZFR's Community Advisory Board as written. Karl seconds. Results: 10 in favor, 0 opposed, 1 absent. Laura will hand this document out to new CAB members.

2.2 Appointment to CAB of Bryan Bickley

--Emmanuelle moves to approve Bryan Bickley's application to the Community Advisory Board (CAB). Julie seconds. Results: 10 in favor, 0 opposed, 1 absent. Bryan's application is approved.

3. Staff and Committee Updates

3.1 Staff Reports

3.1.1. GM Report- Grant Parks

--Submitted prior to meeting.

--Grant reports that the Slocan Ramblers event on 22 May is no longer going to happen. He had a tough time finding a venue and they got another offer on this same date.

--Our year end giving campaign was successful. The figures of this campaign are in the financial reports received for this meeting. The campaign started on 1 December. This campaign generated approx. \$15,000. Large donations from Allie Battalia and Mainsl.

--We also did a lapsed mail campaign to about 280 people and we also sent emails to non-donors- approx. 1,300 people. We did not capture very many non-donors.

--Touch of Chico was our most successful fundraiser in the last fiscal year. 2 events were canceled in the fiscal year so far. Overall, we're still operating in the black at approx. \$8,500.

--We received the first of our two CPB payments in November. This is approx. \$84,000. 1099s have been sent out and all tax forms have been submitted.

3.1.2. Underwriting Report- Ray Laager

--Submitted prior to meeting.

--Spring is usually a nice time since there's a lot of events, concerts, festivals, etc. Ray thinks he may have gotten an annual commitment from a place he's been working on for a while. 2025 will be a challenging year. The more that we can connect with businesses and organizations the better. Ray encourages people to pass on any contacts they may have to him. Eric asks if there's more we could be doing to insert ourselves into these various spring events. Ray: there's always more; he sent out a proposal to Miner's Foundry and the Center for the Arts in Grass Valley just to keep these communications open.

3.1.3 Volunteer Coordinator Report- Leah McKean

--Submitted prior to meeting.

--Shelby volunteers to help distribute coffee cup sleeves once they're ready. Leah says approx. 11 cafes have confirmed they want the sleeves. Almost all of them are locally owned Chico cafes. Several other cafes are interested but want to see a mock-up first. Mary suggests this could be a good opportunity to work with the Fundraising Committee. If they can settle on a date for the major 35th anniversary we could get the date, time, and place on the sleeve so they can go out to people who may not listen to us all the time but that do buy coffee in different places. Leah isn't sure that this will be possible as we are still trying to solidify a date to do our 35th anniversary celebration. We will have a QR code that links to our website where we will eventually post these details.

--Josh asks if Stoble was contacted. Leah did not contact them because last year they very quickly declined. She reached out to Lovebird Café- they have a café on campus. They want to see a mock up. Josh comments that he's done coffee sleeves before and that they may not go out to people when you want them to so it's better to have them be evergreen so that they can be used throughout the year.

--Laura asks if it would be a good idea to use all or part of Ginger's testimonial in PR and/or marketing materials. Leah thinks that this would be a good idea. She also has an interview she did as part of the Meet Your DJ campaign a few years ago with a couple of minutes of Ginger talking about her experiences at KZFR- there might be something helpful there, as well.

3.2 Committee Reports

3.2.1. Community Advisory Board (CAB)- Laura Lukes

-Laura reports that the Committee has doubled- they are up to 8 members now.

-Next meeting will be held 30 January.

3.2.2. Document Review Committee- Grant Parks

--No report was submitted.

--No discussion or questions were raised.

3.2.3. Executive Committee- Laura Lukes

--Submitted prior to meeting.

--Josh asks about the “dangerous person” mentioned in the report. Grant would like this to be a closed session discussion. There are no decisions to report after the closed session discussion.

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

--No report was submitted; The Committee did not meet in December.

--No discussion or questions were raised.

3.2.5. News Advisory Committee- David Fuhs

--No report was submitted.

--Grant, Karl, David and Julie met and put together a budget proposal for the Board. It’s a pared-down version of what Kim Weir had come up with previously. Proposing it for 9 months in the next fiscal year. A new show wouldn’t be ready until maybe October.

--Grant and David are trying to arrange a meeting with Leslie Layton re: Chico Sol being a regular contributor.

--Mary asks about how the other public affairs programmers responded to the meeting they were invited to. David says only Sue Hildebrandt showed up. He spoke to Chris Nelson and asked if she could guarantee 2-3 minutes per week once a news program is up- he got a verbal commitment on this.

--Karl: Sue gave us good feedback. He points out Sue has produced a news program on our station before.

--Julie: She received an enthusiastic response from Stephen and Susan Tchudi re: news program at our Holiday party.

--Next meeting will be held 21 January.

3.2.6. Program Committee (PC)- Grant Parks

--Submitted prior to meeting.

--Next meeting will be held on 16 January. They will be reviewing 4 program applications.

--Starting in February, Sarah Downs will be alternating with Amber Rihm on Saturday nights; we have a program called NorCal Entrepreneurs that will launch the week after Ginger is retiring; and we have a new program that will take the place of New Dimensions on Wednesdays at 11:30am.

--In late April and throughout May, we will be doing our collaborative project with Chico Velo Celebrating Bike Month.

--Our ratings show that we are tied for 7th place in our market of approx. 35 radio stations.

3.2.7. Strategic Plan Committee- Rob Davidson/Mary Tribbey

--Committee is not meeting monthly.

--Next meeting will be held either 3 March or 10 March.

--Overall, most of the Committees are on track to implement the Strategic Plan.

3.2.8. Technical Advisory Committee (TAC)- Grant Parks

--No report was submitted.

--Reports will come out in March and September.

--Lots of conversations around the website, and getting a general understanding of all of the different pieces of tech we have both on and off premises.

4. Strategic Plan Updates

4.1 Community Advisory Board

--Laura invites Mary to join the CAB's next meeting on 30 January and discuss the Strategic Plan effort briefly. Then have introductions and an introduction of what their goals and assignments are for the strategic plan and then schedule another meeting. It's such a new committee that Laura would like to have them meld a bit.

--Mary notes that Laura got some good work done with having CAB members identify communities that are being served by the station that were not being served before- she suggests taking this back to the new members to verify what they come up with.

4.2 Executive Committee

--Executive Committee has not started yet.

4.3 Fundraising Committee

--Fundraising Committee has met with Mary. They've been discussing how we can diversify the types of income we receive.

--Mary points out that the Fundraising Committee has several tasks assigned to it. They went through and ranked which goals they wanted to tackle first. She feels this was a good exercise.

4.4 News Advisory Committee

--This was discussed above.

4.5 Program Committee

--Mary and Rob were present at the Program Committee meeting in December. They walked through the goals and discussed what it will take to get all these actions accomplished. A large portion of this was about how to incorporate new programmers into our mix with time-slot sharing, alternating hosts, etc. Some of this is already happening organically.

4.6 Technology Advisory Committee

--Grant and Preston Linderman are the chairs of this Committee. They have been working on a mind map which outlines every piece of equipment, software, and programs that we use so we can have an idea of where some inefficiencies lie. Once they have this completed, they'll have a better idea of where our next steps are for developing the website. Last week, committee members provided examples of community radio station websites. Good conversations around what we want to incorporate as well as what we want to steer away from.

--David: can't make updates to the IT system until you know what you have- he explains that the mind map is essentially a visual inventory to make sure no part of the puzzle is left out before we start analyzing. Eric: this could be a very useful tool for anybody going forward working on our cybersecurity. Grant says they've already been discussing this.

5. Matters for Discussion-NONE

6. Meeting Finalization

6.1 Review Items for next BOD Agenda: CAB Guidelines draft will be an action item at February meeting. No discussion items at February meeting.

6.2 Meeting Close/Thank You

Next meeting will be 11 February 2025 at 6:00 PM via Zoom.

Meeting minutes respectfully submitted by S. McCoy

