Golden Valley Community Broadcasters, Inc.

KZFR Community Radio Board of Directors

BOARD MEETING MINUTES

Board Meeting Date: 14 July 2026

Location: Virtual Meeting

Commencement Time: 6:09 pm

Meeting Open-6:09 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.)	Josh Indar*
*David Fuhs (VP) (arrived late)	Julie Kennedy (arrived late)
Paul Blackwood (Trea.)	Emmanuelle Sainte
Bryan Bickley	

Absent: Hoppie Campos, Eric Johnson

*programmer-elected

Staff:

Grant Parks, General Manager

Leah McKean, Volunteer Coordinator

Ray Laager, Underwriting Director

Shirley McCoy, Office Manager

Guests:

1. Meeting Opening

1.1 Call to Order/ Begin Recording/Welcome/Attendance

1.2 Amend/Approve Agenda

Discussion:

Laura proposes amending the agenda to remove 3.2.8. Ad Hoc Committee Reports. These committees are no longer active but have not been formally disbanded.

Action: Motion to approve agenda as amended. –Julie Kennedy

Seconded-Emmanuelle Sainte

Roll Call Vote:

Ayes: All

Noes: None

Abstain: None

Absent: David Fuhs, Hoppie Campos, Eric Johnson

1.3 Amend/Approve Previous Minutes

1.3.1. June 2026 Minutes

Discussion:

No discussion.

Action: Motion to approve June 2026 minutes. –Josh Indar

Seconded-Bryan Bickley

Roll Call Vote:

Ayes: All

Noes: None

Abstain: None

Absent: David Fuhs, Hoppie Campos, Eric Johnson

1.4 Treasurer's Update

1.4.1. Review and Approve May 2026 Financials

Discussion:

--Paul reports that May was a lower month. Overall, we are still tracking a positive net revenue compared to how we budgeted. He noticed that when we see at least $40,000 coming into the station that's when we typically see a positive month.

--Bryan asks how this compares to last year. Paul explains that we initially budgeted at a loss for this past year due to the loss of CPB funding. Since Paul has been with the station, this was the first time we'd ever budgeted a loss. Pledge drive income has been increasing year over year.

Underwriting has been more of a struggle. We are holding strong based on what we had expected as a worst-case scenario.

--Julie asks about the $70,000 remaining in our budget for total expenditures. There is still approximately $24,000-$25,000 for payroll owed before the end of the year. This leaves approximately $45,000. She asks if this seems like a good number for other expenses that will come due before the end of the year. Paul: Most of this falls into broadcasting expenses- we haven't seen too many expenses here. We may have over budgeted for expenses.

Action: Motion to approve May 2026 Financials. –Bryan Bickley

Seconded-Josh Indar

Roll Call Vote:

Ayes: All

Noes: None

Abstain: None

Absent: Hoppie Campos, Eric Johnson

1.5 Public Input/Correspondence

Discussion:

--No public input/correspondences were received.

1.6 Meeting Notices and Announcements

Community Advisory Board (CAB): 07/28/2026 in person

Executive Committee: 08/04/2026 in person

Fundraising Committee: 07/21/2026 in person

Grantwriting Subcommittee: 07/15/2026 via Zoom

News Committee: 07/21/2026 via Zoom

Program Committee (PC): 07/16/2026 in person

Technology Advisory Committee (TAC): 07/28/2026 in person

See: KZFR Board and Committee Meeting Google Calendar

BOD Event Cash Counts: (signups shown as of Friday, July 3, 2026)

Link: KZFR BOD Internal Controls (Cash Count) FY 24-25_Sign-up sheet - Google Sheets

Count Date	Event	Signed Up	Need
Mon Sept 14	Touch of Chico		1 person

2. Action Items

2.1 Frequency of In-person Meetings

-Tabled until the next Board meeting.

3. Staff and Committee Updates

3.1 Staff Reports

3.1.1. GM Report- Grant Parks

--Submitted prior to meeting.

--No discussion or questions were raised.

3.1.2. Underwriting Report- Ray Laager

--Submitted prior to meeting.

--Ray is confident we will meet or exceed what the News and Review did with Best of Chico with the voting. He encourages people to reach out to him if they have any questions about the Best of Chico. There are three rounds. We are in the nomination round- this is the first round of selling. We are currently at approximately $18,000. 2 weeks into nomination round businesses are still buying ads. Only the 5 top voted-for businesses advance to the final round. In the final round, people can only vote for these 5 businesses. The more people who vote the better it will be for KZFR and the more money we will make. Ray encourages people to vote for the businesses that bought an ad. Businesses have to get to the final round to win. In November and December, we will send out e-blasts to make sure that businesses are budgeting for Best of Chico. The final round of voting is the biggest money maker. Ray feels we can gross $60,000 from this and do even better next year. He encourages everyone to vote every day.

--Laura asks about us running for best radio station while running the Best of Chico. Ray explains that this category has been taken out for this year. Ray suggests that next year, we have best non-profit radio station and best commercial radio station categories. Ray: if a business wants to buy an ad, we will make them a category. It is all based on sales.

--Bryan asks about our timeline from nomination to finals. Ray: nominations go through July and final voting runs through September. Once finals are done, we have the Winner's Showcase- this is the website where all the winners live. We sell ads for this as well that stay up for either a month or for the year.

--Julie asks for clarification on the process and the nomination/voting rounds. Currently, we are in the nomination round. Voting only happens in the final round. The top five companies that get nominated the highest advance to the final round. This is where the current nominating/voting comes into play. You can nominate/vote once a day, every day in each category. Julie asks what the best thing the Board and KZFR supporters can do to help with this. Ray: vote every day and vote for businesses that bought ads. Currently, 65-85 businesses have bought ads. Leah encourages everyone to go to the Best of Chico Facebook page and like, follow, and share it.

--Ray shares that 35% of the winners of the Best of Chico have been KZFR underwriters. Last year, the entire Best of Chico campaign, the News and Review had over a million impressions for a city of 100,000. It's a very active site.

3.1.3 Volunteer Coordinator Report- Leah McKean

--Submitted prior to meeting.

--Leah has 5 confirmed sponsors for the Touch of Chico, and 2 more potential sponsors Leah is waiting on the paperwork from. This is 2 more than what we had last year.

--Laura asks if we've considered participating in the 4th of July parade. Leah says that we didn't this year, but that Diane Suzuki's local activist group had a lot of progressive groups participating together in this. Next year, we would love to participate with them. The last time we were part of a parade, Leah was the only person who showed up. She'd be happy to participate if someone else took it on. Laura would like to see us participate next year and suggests this may be something the Board can help make happen.

--Julie asks what the name of Diane's group was. Leah says it was composed of a half a dozen different local progressive groups including Citizens for Peace, Democratic Action Club Chico, the Re-sisters, etc. Laura: the umbrella group is Defenders of Democracy. There were approximately 70-80 individuals marching with this group.

3.2 Committee Reports (including Strategic Plan Updates)

3.2.1. Community Advisory Board (CAB)- Laura Lukes

-Next meeting is scheduled for 28 July.

-Bryan will be speaking to the CAB about a project he's working on.

3.2.2. Executive Committee- Laura Lukes

--Submitted prior to meeting.

--Julie asks where we would find the Platinum Seal of Transparency if we achieve this. Grant says it will show up on the bottom of our Home Page on the website. By being a Gold member, we have been automatically added into directories that philanthropies and foundations reference.

3.2.3. Fundraising Committee- Grant Parks

--Report submitted prior to meeting.

--Julie asks how much of the $2,495 income from Beats and Brews came from the Explore Butte County sponsorship. This made up $1,000. Grant reports that there weren't a lot of advance tickets sales, but door sales and raffle ticket sales helped. It turned into more of "friend-raiser" event. We offered complimentary tickets to our monthly donors and underwriters. The breweries noticed that there was more attendance this time than last time. Paul thinks that this is an interesting topic to further explore- how to incentivize reoccurring donors. It would be a fun way to incentivize more and perhaps have an annual gathering for everyone who enjoys contributing to the station. Julie adds that this pivot was a great idea- she did the cash count and noted that the merchandise table brought in nearly $200. Leah notes that with Venmo and Paypal included, the raffle made approximately $275. Having day passes to High Sierra Fest helped with this.

--Bryan asks if the participating vendors had any posters up for the event. Grant: for the first annual event, we did. For this one, we ran short on promotion time.

3.2.4 Grant Subcommittee- Grant Parks

--Submitted prior to meeting.

--Julie asks if the Discovery Shoppe let Grant know what happens next in their grant process. Grant reports that they would be discussing the interview amongst themselves. Currently in a holding pattern and Grant does not expect to receive any new information for a few months.

3.2.5. News Advisory Committee- David Fuhs

--Report submitted prior to meeting.

--Lorenz is now a paid staff member. We have a new intern, Madi, who has been doing a great job. We will lose her when she goes back to college in the Fall. The News Committee is looking to hire the News Coordinator later this fall, for a possible November start date.

--Grant reports that he has already put an application up on the Handshake platform for Fall semester news producers from Butte College and Chico State. Julie asks if there are other places we will be posting this position on. Grant: Handshake is university-specific. He reached out to the Yuba-Sutter area as well. This platform is the one that Grant has had the most success on. Julie asks if we will be looking outside of the universities. Julie is asking about the News Coordinator. Grant was referring to news producer interns. We will be looking outside of the universities for the paid News Coordinator position.

--David is still having trouble getting contributions. This remains the main issue.

3.2.6. Program Committee- Grant Parks

--Report submitted prior to meeting.

--Bryan asks about the Nielsen ratings- he asks if we know who the other surveyed stations are. Grant explains that these are all of the stations within our metro market area including all of the evangelical stations, all of the low-power stations, all of the commercial stations such as the

Blaze, Power 102, Z Rock, NSPR, etc. There's a total of 33-36 stations in our survey area. The #1 station in this ratings report was either Thunder or the Blaze followed closely by NSPR. We had a small decrease in this rating period. They do a survey twice a year and average these together. We have always had a great time spent listening. This is how many hours people are listening to the station in a given week. We are doing great in this area. Bryan follows this up with asking Ray if he ever uses these Nielsen ratings in his proposals. Ray confirms that this is in our promotional collateral. Bryan comments that these numbers seem a bit low to him. Grant points out that the overall listenership to radio over the years has decreased as well. This effects even the top-rated stations. Bryan asks if these ratings take into account anybody listening on the web. Grant confirms that it does not; this is FM listening only. It also does not account for archive listening or listening on a phone. Bryan also asks if we pay for access to these ratings. Grant verifies that we do pay for access to these.

3.2.7. Technology Advisory Committee (TAC)- Grant Parks

--No report was submitted.

4. Matters for Discussion

4.1 Board Orientation (Potential Dates: M Aug 3; T Aug 18; M Aug 24)

--The orientation is for all Board members, not just new ones. Laura asks people to email her with which dates work best for them. This will likely be held in the evening from 6 to 8pm.

4.2 Accounting for Best of Chico

--Tabled until the next Board meeting.

5. Closed Session

5.1 Report on GM Review

-Grant's contract was renewed for another year.

6. Meeting Finalization

6.1 Review Items for next BOD Agenda: Frequency of in-person meetings and the disbanding of ad-hoc Committees will be action items at August meeting. Accounting for Best of Chico will be a discussion item at August meeting.

6.2 Meeting Close/Thank You

Next meeting will be 11 August 2026 via Zoom.

Meeting minutes respectfully submitted by S. McCoy