

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

Board Meeting Date: 13 May 2025

Location: Virtual Meeting

Commencement Time: 6:00 pm

Meeting Open-6:00 pm/Meeting Closed 8:40 pm

Present:

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

Laura Lukes (Pres.) *Mark Gray *Shelby Hebert (arrived late)

Mary Tribbey (Sec.) (arrived late) Emmanuelle Sainte *Josh Indar

Paul Blackwood (Trea.) *David Fuhs

Julie Kennedy Eric Johnson

Absent: Karl Ory

*programmer-elected

Staff:

Grant Parks, General Manager

Leah McKean, Volunteer Coordinator

Shirley McCoy, Office Manager

Diane Culpepper, Business 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 include 6.1 Closed Session Personnel Matters.

Action: Motion to approve agenda as amended. – David Fuhs

Seconded- Paul Blackwood

Roll Call Vote:

Ayes: All

Noes: None

Abstain: None

Absent: Karl Ory, Shelby Hebert, Mary Tribbey

1.3 Amend/Approve Previous Minutes

1.3.1. April 2025 Minutes

Discussion:

No discussion.

Action: Motion to approve April 2025 minutes. – David Fuhs

Seconded- Mark Gray

Roll Call Vote:

Ayes: All

Noes: None

Abstain: None

Absent: Karl Ory, Shelby Hebert, Mary Tribbey

1.4 Treasurer's Update

1.4.1. Review and Approve March 2025 Financials

Discussion:

--Paul reports that looking at our budget vs. actual, our net revenue and gross profit are under budget. Our payroll and total expenses are lower, resulting in our net revenue being higher than what was budgeted. In March, one of our CDs came to maturity giving us an increase in income.

--Eric: advertising/marketing was approx. \$10,000 over budget, in-kind donations is at \$0 when we budgeted for \$40,000, pledge drive expenses are \$6,000 over budget, and the transmitter is still over budget. Grant: Promotions, advertising, and marketing expenses- almost all of these are trades. Of the \$25,000 approx. \$5,000 is cash- the rest is underwriting offset of a trade. The in-

kind donations are donations we receive from the DJs at the end of the year- we have to wait until the end of the fiscal year to calculate this. Pledge drive expenses being higher has to do with us using up all of our Printed Image trade. In addition, we had a large mail campaign- these have a good ROI. For the transmitter site, a lot of this has to do with our generator repair.

--David points out that we may need to allocate more in the budget for the transmitter. It seems unpredictable. Paul: this past year, a lot of unpredictable problems occurred. Ideally, it won't be as catastrophic over this next year. Shelby asks if we are in line with the best practices for forecasting these items in a budget. Grant- we have been mostly on spec with most of our repair expenses. Paul explains that this has to do with being aware of the life cycles of our big infrastructures.

Action: Motion to approve March 2025 Financials. – Emmanuelle Sainte

Seconded- Julie Kennedy

Roll Call Vote:

Ayes: All

Noes: None

Abstain: None

Absent: Karl Ory

1.5 Public Input/Correspondence

Discussion:

--Grant reports that we've received another email regarding New Dimensions. These are all being relayed to the Program Committee and will be discussed at the next Program Committee meeting.

--Paul asks if anyone else has seen the "bizarre" emails coming to the Board regarding the individual with the last name of Chase. Grant confirms that this is the same person who was submitting things to our public comment form. Grant asks if he should block the emails from being received by the Board. Laura expresses that it may be safer to just ignore the messages. Eric agrees.

--Eric receives emails regarding individual's wanting their music played on the station and what the response should be. Grant: refer them to the "Submit Your Music" form on the website.

1.6 Meeting Notices and Announcements

Community Advisory Board (CAB): 07/29/2025 in person

Document Review Committee: TBD via Zoom

Executive Committee: 06/03/2025 in person

Fundraising/Grant Writing Committee: 05/20/2025 in person

News Committee: 05/20/2025 via Zoom

Program Committee (PC): 05/15/2025 in person

Technical Advisory Committee (TAC): 06/27/2025 in person

Strategic Planning Committee (SPC): 06/02/2025 in person

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

35th Anniversary Brew Fest 06/28/2025 in person

BOD Event Cash Counts: (signups shown as of Wednesday, May 7, 2025)

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

Count Date	Event	Signed Up	Need
Mon, May 19	Rik Jam	Mary Tribbey	1 person
Mon, June 30	35 th Anniversary	Laura Lukes	1 person

2. Action Items-NONE

3. Staff and Committee Updates

3.1 Staff Reports

3.1.1. GM Report- Grant Parks

--Submitted prior to meeting.

--Laura asks if all of our concert tickets were claimed. All but 3 were claimed. She reports that one of the CAB members expressed interest in finding out which of our shows garnered the greatest number of new donors and whether there is any pattern to this. Grant uses Little Green Light and can send along the list of donors. Laura also asks about the legacy donation of \$1,300. Grant explains that someone wrote us into their will and we received the notice.

--Eric asks if our letter/ mailing campaigns have been having any financial impact. Grant believes that they definitely do have an impact and believes that we should continue these more often and in a more targeted way. He asks if pledges continued to come in after the pledge drive ended. Grant says that donations do continue to come in after the pledge drive. Eric saw that people coming in to give their pledges were giving significant amounts and suggests doing more to accommodate these people. Grant says that there is definitely a donor stewardship approach that we can take with these donors.

--Emmanuelle suggests finding ways to encourage young people to start donating.

--Mark asks about how often people having to renew their monthly donations happens. Grant explains that this does happen since people's cards expire, etc.

--Shelby would like to see us incentivize monthly donors and encourage increasing monthly donation amounts again. Grant: in the upcoming budget, Grant talks about having two on-air pledge drives at our usual \$45,000 goal and two \$5,000 mail and off-air campaigns in between our normal Pledge drives.

--Mary asks what happens now that the storage space on our servers is nearly full. Grant: ideally, Preston from the Tech Committee can show Grant how to plug in a 2-5 terabyte to our existing network via a USB and stash our archived files onto this external drive.

--Mark asks what making our digital library accessible to all of our programmers entails. Grant explains that Shelby brought up having our digital music library accessible on a cloud-based server. Grant did a test of Box and put it onto the website on the user's/programmer's end. He had trouble accessing it from the user's end and explained that because our digital music library includes so much content, we'd have to pay a monthly fee to house it. Grant thinks a good consideration would be how many people would use this service if we were to have it available. Mark asks how much the cost would be for this. Grant explains that it would vary by the amount of storage we'd be using- 1 terabyte would be approx. \$25 per month.

3.1.2. Underwriting Report- Ray Laager

--Submitted prior to meeting.

--Tabled until next meeting.

3.1.3 Volunteer Coordinator Report- Leah McKean

--Submitted prior to meeting.

--Julie asks which non-profits who volunteered at Pledge Drive were new. Leah: Home and Heart, Janet Turner Print Museum, MONCA, Peg Taylor Center, etc. Approximately 5 out of the 30.

--Social media for Pledge Drive went very well. We gained some new followers. Leah feels the newsletters help with Pledge Drive but we always lose some subscribers when we send out so many. We lost approx. a dozen subscribers but with doing a ticket giveaway for new subscribers it somewhat balanced out.

--Josh asks if Leah did anything different with social media this year- he noticed an increase in posts. Leah made an effort to make fewer posts but to be very focused with her posts. Josh asks how exactly Leah arrived at this idea. Leah explains that our provider, Hoot Suite, guides and gives suggestions and generates reports at the end of the month.

--Shelby asks about any feedback received from our most recent Career Day at PVHS. Amaya staffed this event- there was a good response from the children, but that it was lightly attended.

3.2 Committee Reports

3.2.1. Executive Committee- Laura Lukes

-Submitted prior to meeting.

-No discussion or questions were raised.

3.2.2. Program Committee (PC)- Grant Parks

--Submitted prior to meeting.

--David comments that we are receiving a lot of high-quality program proposals with nowhere to put them- it is going too well. Shelby asks how we can best manage this problem. Grant's thought is to postpone upcoming new Programmer orientations- we usually see an influx of people come in after this process. To get more people on the air, we have been trying to push pre-recording.

--Josh asks if there's been many people teaming up to alternate shows as was suggested at the All Station meeting. Grant says that there hasn't been a huge outreach for this by the Program Committee but it has happened organically. He asks how pre-recording would work when there's no one in the station to load the program into Zara. Grant does have a Rivendell automation system he has been planning to figure out how to make work for us and install for these reasons.

--Mark asks if Grant has ever approached programmers who have been doing shows in spots for a long time. Mark has talked with programmers and senses burnout and has always suggested they alternate with somebody but shares that they may fear that their kind of music wouldn't be continued properly. Grant does have anecdotes around this and expresses that there has to be a little giving up of the reins.

--Josh asks about the Programming matrix and whether this will be discussed any further again. Laura: this is a Program Committee matter. She asks if Grant wants to involve the Board in this as well. Grant explains that the Program Committee has discussed revisiting the outline of the matrix. By the time it comes to the Board, they will have a good idea of what would work best for the station. Because it is Board policy, this does have to be voted on and approved by the Board.

3.2.3. Community Advisory Board (CAB)- Laura Lukes

--Submitted prior to meeting.

--Small but working group.

--Next meeting will be at the end of July.

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

--Submitted prior to meeting.

--Discussed the upcoming Beats and Brews event- this will be continued at their next meeting.

--Grant reports that we will be applying for the City of Chico Arts and Culture grant. Laura asks for more details on this grant- what the pool is, etc. Grant knows that the maximum is \$5,000 and the minimum is approximately \$2,000.

--Grant also reports that as of the end of February 2025, we have approx. \$230,000 worth of non-federal funding sources- we are on track.

--Emmanuelle reports that she recently made a connection with the Sacramento Observer and that they would be interested in partnering with KZFR. She will share her contact with Grant.

3.2.5. Document Review Committee- Grant Parks

--The Committee has not met since our last Board meeting.

3.2.6. Strategic Plan Committee- Rob Davidson/Mary Tribbey

--The Committee has not met since our last Board meeting.

--Click Up demonstration will be postponed until our next meeting or possibly later.

3.2.7. News Advisory Committee- David Fuhs

--No report was submitted.

--The Committee has not met since our last Board meeting; they are waiting to see if they will receive funding or not and next moves.

4. Strategic Plan Updates

4.1 Executive Committee

-- The Strategic Plan Committee is an ad-hoc Committee. The Executive Committee will take on the task of making sure that all of the Committees are on task, etc. Strategic Planning Committee will be meeting 2 June.

--Mary adds that the Strategic Planning Committee will be submitting a report to the Board after the June meeting- we will receive this for the July meeting.

4.2 Program Committee

--No update was provided.

4.3 Community Advisory Board (CAB)

--No update was provided.

4.4 Fundraising Committee

--No update was provided.

4.5 News Advisory Committee

--No update was provided.

4.6 Technology Advisory Committee (TAC)

--No update was provided.

5. Matters for Discussion

5.1 Draft FY 2025-2026 Budget

--Grant went through the proposed budget line item by line item. Discussion focused on the possibility of not receiving CSG grants, and strategies to fund a news director. No changes to the proposed budget were made during the meeting.

5.2 Board Recruitment

--Laura reports that no applications have been received since our last meeting. She suggests that we don't do anymore recruiting and keep our Board as it is. We would be a Board of 9 which is the lowest number that our Bylaws allow for. If we did lose someone in the middle of our fiscal year, we would be out of compliance with our Bylaws. Paul asks what exactly this would mean for us. Laura: as long as we are making a good-faith effort to replace the individual within a reasonable amount of time, we should be okay.

--Mark has to step down. Eric expresses that he is unsure if he will continue on the Board and suggests continuing to add people to the Board.

--Julie asks if somebody automatically gets moved to the Vice President position since Karl is stepping down. Laura: The Executive Committee has asked a few people if they'd be interested in this position. These people will be on the voting ballot next month.

--Shelby suggests that everyone should be thinking about replacements for themselves when their tenures are up.

--David points out that the Program Committee is also at risk of falling out of compliance. He thinks we should continue recruiting for key committees.

--Julie asks if we're doing other things for recruitment besides asking current Board members to recruit people. Laura: Grant and Leah can put out PSAs on the air and social media. Mark suggests putting this out before the next CAB meeting. Mark will email the interested persons.

--Mary requests that if we recruit new Board members, that we start them at the beginning of our fiscal year. Laura clarifies that they would be interviewed in June and officially start their duties in July.

6. Closed Session

6.1 Personnel Matters

-The Board had a discussion regarding Grant's performance review. No decisions were made; This was just informational.

7. Meeting Finalization

7.1 Review Items for next BOD Agenda: at June meeting. will be discussion items at June meeting.

7.2 Meeting Close/Thank You

Next meeting will be 10 June 2025 at 6:00 PM *in person*.

Meeting minutes respectfully submitted by S. McCoy

