

APPROVED

KZFR Board of Director's Minutes

January 8, 2014

PRESENT: Maris Thompson, Steve O'Bryan, Mary Galvin, Sue Hilderbrand, Tom Leonardi, Dan Joseph

ABSENT: Xela Young, Martina Rocks, Curtis Peldo

STAFF: Rick Anderson, Ray Laager

GUESTS: None

- I. CALL TO ORDER: The meeting was called to order at 6:05 P.M. by Maris.
- II. AGENDA: **Vote called by Maris to approve the January 8, 2014 agenda as written. Unanimous.**
- III. MINUTES: **Motion by Mary to approve the December 11, 2013 minutes as written. Second by Dan. Unanimous.**
- IV. ANNOUNCEMENTS: None.
- V. STAFF REPORTS:
 - A. General Manager, Rick:
 1. The transmitter has been ordered and is enroute. Installation slated for end of the month. The old transmitter will be sold to help defray cost of new one; bids are coming in. Maintenance on transmitter and site will be done by Rich Bassett and Kyle Porter as needed. Maris requested Rick to draft a maintenance plan.
 2. Fundraising meeting scheduled for January 7 was canceled due to lack of attendance and will be rescheduled. Rick is drafting "Power to the Tower" announcements. Crowd funding was discussed.
 3. McConnell Foundation contacted the station regarding setting up a meeting.
 4. Upcoming Events: January 31, "New Age Prom" /Tower to the Power Benefit, Chico Women's Club; February 1, first "Power to the Tower" Concert, Chico Women's Club; February 28, "Mardi Gras", Chico Women's Club; March 8, Commander Cody, Chico Women's Club. An offer has been made to Lucinda Williams for April 11 but have not heard back. May 9 has been reserved at Chico Women's Club but no definite act has been booked .
 5. Dr. Ken Logan will be a progammer for a health program which will help satisfy health grant requirements. It will be on every third Thursday, 6:00-7:00 P.M. Promos are being created; Maris inquired about having them in other languages. Rick has a Spanish translator, Maris knows of Spanish and Hmong translators.
 6. Spring Pledge Drive to be held mid to late April.
 7. An update was given on CPB Grant. CPB wants the station's listening and community support to meet their index level. Rick contacted CPB to find out what that index level rate is but did not receive an answer because we do not purchase their services. Rick was told, however, that the community and listening support should amount to \$264,000. Rick will try to find out Arbitron ratings

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another way. Rick stressed the importance of the Board finding other ways to finance the station by being more involved in fundraising, perhaps an annual dinner.

ACTION ITEM: Discussion of Board Fundraising at the February 12 meeting.

- B. Office Manager Report, Grant: No report
- C. Underwriting Director, Ray: Attachment 1

Underwriting Director's Report to the KZFR Board of Directors. Prepared by Ray Laager

This report includes all Underwriting activities between December 1 and December 31, 2013.

The month of December 2013 involved 28 contracts: 18 renewals of existing accounts and 10 new or returning accounts, totaling \$10,818.00. Underwriting activity for the same time period last year, December 2012, was \$6,555.00, an increase of 39%. The total for all ongoing Trade activities for December equals \$3,092.00 bring the grand total for all Underwriting activity (Underwriters, Sponsorship and Trades) for December, 2013 is \$13,910.00.

During December I composed a letter to solicit funds for the 'Power To The Tower' Drive. It was edited by Grant and sent out as e-blast. Within the first week we received two checks totaling \$1,200.00.

December Underwriters

3 Month and Short Term Contracts – Mountain Chief Management, Chico Artisans Fair, Go Green Carpet Cleaning, North State Symphony, Feather River Hospital, Kaia Fit, Woodstock's Pizza, Lynn Brown Insurance, Bah Hum Bug Festival and Flue Season

6 Month Contracts – Bruce Jenkins Insurance, The Worm Farm, North Rim Adventure Sports, Paradise Yoga, Satava Art Glass, Tony's Hardwood Floors, The Outside Inn, Big Foot Carpet, A-1 Brake & Alignment, Seven Diamond Orchards and Michael O. Hays

Annual Contracts – Ag Mart, Tim Kemper Stanford Mortgage, The Pita Pit, Updated Living, Feather River Hospital and The Blue Room

New & Returning Underwriters, Trades & Sponsors – Mountain Chief Management, Chico Artisans Fairs, Go Green Carpet Cleaning, North State Symphony, Feather River Hospital, Kaia Fit, Lynn Brown Insurance, Bah Hum Bug Faire, Woodstock's Pizza & The Blue Room

Trades

I.D. International Chico Sports Club Melody Records
Printed Image Growing Up Chico Chico Racket Club
Skyway Golf Mt. Shasta Spring Water Cartridge World
Chico News & Review Upgraded Living Magazine Woodstock's Pizza
Go Green Carpet Cleaning Harrison, Daily, Wright The Blue Room

Meetings & Events

12/4/13 BNI Leadership Meeting
12/5/13 BNI Meeting
12/8/13 Carlos Reyes at Chapelle de l'Artiste
12/11/13 BOD Meeting
12/12/13 BNI Meeting
12/19/13 BNI Leadership Meeting
BNI Membership Comm. Meeting
BNI Meeting

Year Comparison Underwriting Report and Trade Agreement Report also distributed to Board members.

A big thank you was given to Ray for all his hard work !

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VI. COMMITTEE REPORTS: None

- A. Program Committee: The committee did not meet. The evaluation of Monday programs is in process. Next meeting is scheduled for Tuesday, January 14.
- B. The Fundraising Committee meeting in December was canceled and will be rescheduled. Rick stated a Board member is needed to send an item to The Gazette; Sue volunteered.

VII. EXECUTIVE OFFICER REPORTS:

- A. Chair: No report
- B. Vice-Chair: No report.
- C. Secretary: No report.
- D. Treasurer: No report.

VIII: OLD BUSINESS:

- A. Jeffersonian Dinners: Rick to send electronic booklet to Board members for review.

ACTION ITEM: Discussion of Jeffersonian Dinners at February 12 meeting.

- B. Strategic Plan:

ACTION ITEM: Reports from Strategic Plan Committees 1, 2 and 3 at the February 12 meeting.

- C. Purchase of Transmitter: Rick reported that \$14,000 will come from savings account. The remaining \$14,000 will come from secured term loan at 7% interest. How to pay this loan was discussed. Rick will look into options and will call a special Executive Committee meeting in order to make a final decision.

- D. Budget Report:

ACTION ITEM: Comparison budget to be presented at February 12 meeting.

IX: NEW BUSINESS: None

X: ADJOURNMENT: Motion by Steve to adjourn the meeting at 7:38 P.M. Second by Tom. Unanimous.

Next Meeting: Wednesday, February 12, 2014, 6:00 P.M., KZFR Conference Room.

Respectfully submitted by Olivia duMosch