

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

Board Meeting Date: 12 October 2021  
Location: Virtual Meeting  
Commencement Time: 6:00 pm

Meeting Open - 6:02 pm / Public Meeting Closed - 7:09 pm. Board met in closed session 7:09 p.m.-9:00 p.m.

**Present:**

*Six needed for quorum, defined as 'majority of board of directors' under Bylaws, Sec. 5.*

Bobbi Tryon	Jeannie Trizzino
Courtney Farrell (VP)	John Burge (Treas.)
Dan Joseph (Sec.)	Karl Ory
Eliane Silva (Lili)	Rob Davidson (Pres.)
Elizabeth Daniels-Currey (Liz)	Sandra Morales-Miller - arrived late

**Absent:**

Paul O'Rourke-Babb

**Staff:**

Grant Parks, General Manager  
Leah McKean, Volunteer Coordinator  
Ray Laager, Underwriting Director

**Guests:**

Terre Reynolds

**1. Meeting Opening**

- 1.1. Call to Order /Begin Recording/Welcome/Attendance
- 1.2. Amend/Approve Agenda

**Discussion:**

No discussion.

**Action:**

Motion to accept agenda as presented. – Bobbi Tryon  
Seconded - Elizabeth Daniels-Curry  
Roll call vote:

Ayes: All  
Noes: None  
Abstain: None  
Absent: Sandra Morales-Miller; Paul O'Rourke-Babb

### **1.3. Amend/Approve Previous Minutes**

1.3.1. Minutes for 10 August 2021 were distributed via email with amendments. An email vote took place on 1 October (9 in favor, 0 opposed, 2 no vote). Amended minutes were posted to website.

1.3.2. Minutes for BOD meeting 14 September 2021 were distributed via email.

**Discussion:**

No discussion.

**Action:**

Motion to accept September Minutes. – Lili Silva

Seconded - Dan Joseph

Roll call vote:

Ayes: All

Noes: None

Abstain: None

Absent: Sandra Morales-Miller; Paul O'Rourke-Babb

### **1.4. Public Input/Correspondence**

**Discussion:**

--We received 1 public comment on our Google form regarding the functionality of the phone apps. Grant is aware of the issue.

### **1.5. Announcements**

**Discussion:**

--Jeanne Trizzino mentioned upcoming online board training sponsored by the Center for Nonprofit Leadership and encourages BOD members to join the financial planning workshop. Jeannie is willing to assist any BOD member who might need help paying for the workshop.

--Grant announced that KZFR was awarded Best in Chico 2021 by the readers of the *Chico News and Review*. Congrats to all! Ray adds that 10 of our underwriters also won Best in Chico.

## **2. Action Items**

2.1. Budget Process Policy

**Discussion:** None.

**Action:**

Motion to approve from John Burge.

Seconded by Courtney Farrell.

Vote to accept Budget Process Policy as presented.

Roll call vote:

Ayes: 8

Noes: 1 (Silva)

Abstain: n/a

Absent: Sandra Morales-Miller; Paul O'Rourke-Babb

### **3. Staff and Committee Updates**

#### **3.1. Staff Reports**

##### **3.1.1. GM Report - Grant Parks**

--Submitted prior to meeting. Grant is currently at studio working on a Logiic system update.

--Update since distributing GM report: Michael Wright has filed for an extension for our taxes due to server delays meeting submission deadline problematic.

--Rob asks about tech issues: buzzing on Mackey mixer. Timeline to fix? Grant says no timeline. Trying to figure out how to fix and avoid having to buy a new one.

--Jeannie Trizzino asks about Pacifica network and our annual fee. Grant clarifies which programs are part of the Pacifica catalog. Jeannie asks, Are we sticking with hard drive based QuickBooks? Should we consider moving to the cloud? Grant replies that QB does not have a nonprofit version of QB. Jeannie asks about FCC Ownership report. Was it filed? Grant is still working on it. He is waiting for an answer back from FCC on a question. Jeannie asks about the Quarterly Issues Report for FCC. What does "issues" mean? Grant explains it means topics or concerns discussed on the radio on programs, community calendar, and so on. Jeannie asks about cash accounting form at fundraising events—are we using it? Grant says yes. Jeannie congrats Grant on hiring office assistant. Jeannie asks about upcoming webinar Intro to Financial Reporting. Any highlights to share here or in email? Regarding Media Gifts Academy course, Jeannie wanted to check it out but couldn't get the link to work. Grant explains that the CPB workshop is about how to submit grant applications to the CPB. He is required to attend at least 1 CPB workshop per year. Grant distinguishes between fundraising and donations. The Gift Academy meets 1-2 times a month.

##### **3.1.2. Underwriting Report - Ray Laager**

Submitted prior to the meeting.

- Performances in Chico are resuming and many promoters want to get on the air to announce their shows. Two new accounts today. KZFR is likely to go into partnership with the Paradise ice skating rink.
- Courtney congratulates Ray on being elected VP of BNI.
- No questions for Ray.

### **3.1.3. Volunteer Coordinator Report - Leah McKean**

Submitted prior to the meeting.

- Leah appreciates talking to nonprofits who are coming in to make testimonials. Currently we have about 25 testimonials. Farmers Market info table has been going well. Programmer David Samuels brought a box of used books and CDs and raised over \$100 for the station.
- Jeannie asks if any of the nonprofits who are recording testimonials are cross-posting and announcing KZFR on their social media? Leah says that is a good idea; she'll follow up on it.
- Courtney thanks Leah for the emergency announcement info that has gone out recently. Our audience appreciates that. Leah says the number of likes and reposts is impressive.

### **3.2. Treasurer's Report - John Burge**

--Treasurer's Report was not submitted prior to the meeting due to issues with Quickbooks. John is very happy that the Budget Process Policy passed. Rob seconds that notion and invites all BOD members to help each other honor the schedule.

### **3.3. Committee Reports**

#### **3.3.1. Executive Committee - Rob Davidson**

- Rob Davidson reports that Exec Committee and Grant Parks visited TriCounties credit union to update signatures.
- Exec meets the Thursday before BOD meetings.

#### **3.3.2. Program Committee (PC) - Grant Parks**

- Report was distributed via email.
- Courtney asks about new matrix proposal. Grant explains that it was discussed at most recent PC meeting. They plan to have a written proposal ready for BOD to consider at November meeting.
- Lili asks about status of virtual event proposal she submitted recently. Grant replies that he hasn't had a chance to fully review. He will reach out directly to Lili later in the week.

#### **3.3.3. Community Advisory Board (CAB) — Rob Davidson**

--CAB met on 28 September. Rob Davidson and Sandra Morales met with

them. Minutes were sent out via email. Next CAB meeting will be in January 2023.

--Jeannie asks about proposal from CAB member Michael Branton regarding proposed mentoring program. Rob explains that this was a conversation about how to attract newer, younger programmers but also new listeners. Michael proposed that CAB members might partner with BOD members for outreach.

--Rob's favorite takeaway from the last meeting was Cameron Kelly's suggestion that KZFR reach out to the Sikh community in Yuba City and Marysville.

--Jeannie asks if CAB members represent specific organizations, or are they there as private citizens? Rob explains that they are on the board as volunteers and private citizens, though some of them are aligned with local organizations. But no one is officially representing any of those orgs.

--Sandra is stepping up as the board liaison for the CAB in January but could use help with typing up meeting minutes and hosting meetings on Zoom. Rob might still be able to help. We are required by CPB to have a CAB, to meet regularly, and to post agendas and meeting minutes publicly.

--Leah asks if CAB members would be interested in any of our current outreach efforts? Tabling at the farmer's market, for example. Rob can put CAB in touch with Leah.

#### **3.3.4. Fundraising Committee - Grant Parks**

- Report distributed via email.
- Fundraising committee discussed Darrell Scott event and the Covid concert policy. Some guests did not like the vax and mask mandate. Committee also discussed what might happen if the CPB grant is not renewed.
- Karl Ory asks how much we receive from monthly, recurring donors. Do we track that? Grant explains we do track it. We have line items in Quickbooks for it. Grant estimates we take in \$1700-2100/month.

#### **3.3.5. Document Review Committee - Rob Davidson**

- Met on 28 September. Continuing work on Board Policy Manual. Next meeting 18 October.

#### **3.3.6. News Department Committee – Leah McKean**

- Leah took notes at September meeting (distributed via email), which was very short. Grant couldn't make the meeting so they couldn't address all points on the agenda.

- Jeannie likes the “day after” approach on social media to pointing listeners to the online archive.

### **3.3.7. Virtual Event Committee - Leah McKean**

--VEC is currently on hiatus. Tod Snider recorded a video for KZFR and it was uploaded to YouTube.

## **4. Matters for Discussion**

### **4.1. Covid Concert Policy Update**

--Grant explains our current policy: proof of vaccination is required. Masks are required. We don't currently accept negative test results in lieu of proof of vax. The policy is being distributed in advance to ticket holders for upcoming Tod Snider event. The policy is implemented for events that we are in charge of—events at Women's Center and PPAC. At other locations, like El Rey, Grant is working with that venue's staff to find a middle ground.

### **4.2. Survey Report – Grant Parks**

- Grant's biggest extrapolation is that our typical listener is tuning in M-F from 9am-5pm on a radio or online. This listener is likely to be a Caucasian male and a donor. Overall, our listeners are satisfied with our programming. BOD received a copy of the report and a spreadsheet with all comments collected in survey.
- Grant notes that most of our listeners still use terrestrial radio as opposed to online devices. Regarding reasons people turn the radio off, the top response was “no problem, just have go.” That was followed by programmer mishaps, a category on which we can improve.
- Jeannie is impressed with the volume of info in the report. Does any of it point to any goal setting? For example, setting a goal of a certain number of days without any programmer errors or dead air. Grant says we want to improve overall quality of programming. He's interested in what listeners want to hear more of. Both PC and CAB are talking about that. Next step would be to reach out to the community to meet that need. Grant is looking for new areas to improve. It's great that listeners like our daytime programming, but he'd like to see nighttime and late-night listenership increase. That will require we find new programmers to fill the late-night slots.
- Rob notes that we got 644 responses to the survey. It was about 500 complete responses and then 144 partial responses. How do we feel about that number? Was that better than in the past? Do we want even more? Compared to previous surveys, have we been getting more or fewer? Grant says we did a lot better this time. Last survey got around 300 responses. Grant is happy with the number of responses because it

matches the number of average hourly listeners (roughly 600). Generally, the more responses, the better. This number is also roughly equivalent to the number of donors we get in a two-week pledge drive (approx. 600).

- Courtney notes the demographics of our listenership. It's great that the survey respondents like our programming, but we also need to remember that we're trying to expand our listenership and appeal to a more diverse audience. Both the PC and CAB have addressed this issue. Let's keep that in mind.
- Dan notes that we kick over to Radio Paradise for various reasons—maybe more during the pandemic than usual. Any feedback on RP? Grant says that was not a question on the survey. There is no data. He thinks RP is very good. Well-produced. But he'd like to see less RP and more reliance on local programmers.
- Rob thanks the staff for all the hard work that went into the survey. Much appreciated.

## **5. Meeting Finalization**

- 5.1. Review Items for next BOD Agenda: none.
- 5.2. Meeting Close/Thank You  
Next meeting will be 9 November 2021 on Zoom.

## **6. Closed Session**

- 6.1. BOD met in closed session to discuss a personnel issue concerning a programmer who is also considered an employee.

## **7. Meeting adjourned 9:00 p.m.**

Meeting minutes respectfully submitted by R. Davidson