

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

Meeting Date: October 27th 2020
Location: Virtual Meeting Commencement
Time: 6:00 pm

1. Meeting Opening

1.1 Call to Order/Begin Recording/Welcome/Attendance – 6:02 pm

- Board: Mercedes Macías, Rob Davidson, Courtney Farrell, John Burge, Paul O'Rourke-Babb, Bobbi Tryon, Steve O'Bryan, Jeannie Trizzino, Dan Joseph, Ken Pordes
- Staff: Rick Anderson, Grant Parks, Ray Laager, Leah McKean
- Guests: Chris Nelson
- Absent: Sandra Morales-Miller

1.2 Amend/Approve Agenda

- Paul: add a motion to action items to restore the matrix (regarding news and information)
- Mercedes: Point of order: it will need to be added to discussion section first
- Paul: Felt we discussed earlier, would like to have it added to action section
- Rob: We did discuss this topic earlier, but at that time there was not a fully articulated proposal, which we have now. We had a general conversation, but not specific for the purposes of voting.
- Mercedes: That is my understanding as well. Only have 30 minutes to discuss anything outside of closed session this evening, so discussion would be quick.
- Paul: Sure.

Motion: Dan to approve the agenda with amendments, Ken second

Approved: Unanimous

1.3 Amend/Approve Previous Minutes

Motion: Dan to approve the minutes with Jeannie's changes; Paul second

Approved: Unanimous

1.4 Public Input/Correspondence

Chris: Just here to listen

1.5 Announcements

- Election Day is one week away. If you haven't mailed in your ballot yet – don't! (Vote by delivering your ballot to an official ballot drop-box or go in person next week.)

2. Action Items

2.1 Vote to approve new CAB member

Approved: Unanimous – Rob will contact new member

3. Committee Updates

3.1 Committee Reports

3.1.1 Executive Committee

Mercedes: Committee has been meeting as the Personnel Committee, processing some confidential some volunteer issues

3.1.2 Program Committee (PC)

Next meeting tomorrow, 10/28 at noon

3.1.3 Community Advisory Board (CAB)

Rob: next meeting will take place in November, date TBA after election

3.1.4 Fundraising Committee

- Met last Thursday.
- Jeannie and Grant reported on the new CRM platform
- Grant and Rick reported on pledge drive
- Committee has h/w on projects, will move forward with fundraising activities
- Leah: Giving Tuesday and Giving Week – will fundraising committee take on?
 - Courtney: Giving Week is replacing “Annie B’s”, we can look at application
 - Jeannie: We decided to research and get back to everyone – unsure if this falls in the Staff realm or the fundraising committee; how to operationalize; supports the NVCF Giving Week because it’s more local and in solidarity with local efforts
 - Leah: We applied in 2018, 2019 was focused on Camp Fire; if we want to pull a team together for this year, willing to help with that
 - Courtney: happy to support application process
 - Grant: Dates? Dec 1st and goes for a full week; doing one is good and it’s local – singular campaign is good for directing donors
 - Dan: NVCF has been highly focused on post-fire efforts; is Giving Week general?
 - Courtney: all nonprofits are welcome to apply
- Date TBA for next meeting
- Mercedes: Let’s table with respect for time, continue with email discussion

3.1.5 Document Review Committee

Rob: Work is in progress on the Programmer’s Handbook update

3.1.6 News Department Committee

Matrix Proposal Discussion

- Paul: Preliminary motion presented to the Board by the NDC was voted on with Mercedes abstaining, otherwise unanimous vote by the committee.
 - The purpose of bringing it to the Board now is to help shape the All Station Meeting. There have been various proposals for the matrix. Steve asked “what’s the big hurry” and Paul would counter “what is taking so long”.
 - At the June 2020 meeting, the Board tasked the NDC with exploring the possible hiring of a News Director and the creation of a News Department in general. Lots of volunteer hours have been put in for this concept at this point.
 - NDC asked Rick and Grant to address Staffing needs
 - Rick responded to an 8/05 email regarding staffing needs and resources – Matt Fiddler not interested in picking up extra work, Rick suggested how much it could cost to hire News Director and who else might need to be involved

- It's 4.5 months later now and yet has been on Board's radar for 3 years 10 months
 - Motion is directed at the Board request that we come up with something specific and something to discuss and vote on with the understanding that there would be an All Station Meeting to get Programmer and community input.
- Bobbi: It's not a Matrix "change," it's a re-affirmation of the Matrix that was approved by KZFR's BOD in 2015 in order to help direct the decisions of the PC
- Mercedes: Jake S. does not want name affiliated with this proposal; this is the NDC suggesting that the current KZFR re-affirm the Matrix put into place at the January 2015 Board meeting
- Paul: Doesn't seem to make a substantive difference whose names are attached to it
- Courtney: Went back to read 2015 meeting minutes
 - Not against news programming
 - Appreciates the NDC bringing forward a proposal but it isn't fleshed out yet
 - It is still unclear what would be going into the bands right now other than syndicated programming.
 - In January 2015 there was no PC in existence at KZFR; this gave GM authority to add programming as they saw fit; doesn't agree w/language that matrix was "eroded"
 - Still haven't held an All Station Meeting to solicit proper input on these issues, some long-time programmers haven't been directly contacted as to how they might be effected
 - Doesn't appreciate the Board being represented as in favor of this motion to change the matrix; she is not in favor at this time because of the process and the protocol
 - We could all work together to make compromise but cooperation needs work
- Mercedes: We are at time and need to move on tonight
- Paul: Board as a whole has not been represented as in favor of this motion by NDC
 - Would like to have this agenda item as an action item for the next BOD meeting in order to make a clear recommendation on guiding conversation at an All Station Meeting
- Dan: To clarify, is this to clarify our stance in moving toward an All Station Meeting?
- Paul: The Board wanted something specific to vote on; it is to bring a vote to the board to re-affirm the original matrix before moving to an all station meeting.
- Mercedes: We need to move on in the interest of time. Okay with everyone?
- Rob: Agrees with prerogative to move the meeting along as per our agenda

4. Open Meeting Finalization

4.1 Review Items for next BOD Agenda

- Paul's Requested Motion: "The NDC endorses the proposal to reaffirm the matrix as it existed when it was first passed. We make the motion that the hours of 8-9a.m., 11:30-12:30p.m., and 5-7p.m. be returned to news and information programming with an emphasis on local news production".

4.2 Meeting close/Thank You (Staff and Guests Dismissed)

Next Board Meeting scheduled for November 10th 2020 at 6PM via Zoom.

5. CLOSED SESSION

Matters for Discussion:

5.1 Succession Planning (90 Minutes)