

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

Board Meeting Date: December 8, 2020
 Location: Virtual Meeting
 Commencement Time: 6:00 pm

	Estimated Time
<p>1. Meeting Opening – 6:01 pm</p> <p>1.1 Call to Order/Begin Recording/Welcome/Attendance</p> <ul style="list-style-type: none"> • Mercedes Macias, Rob Davidson, Jeannie Trizzino, John Burge, Ken Pordes, Paul O’Rourke-Babb, Dan Joseph, Bobbi Tryan, Steve O’Bryan, Sandra Morales-Miller, Courtney Farrell • Staff: Rick Anderson, Ray Laager, Grant Parks, Leah McKean • Guests: Davy Andrek, Chris Nelson <p>1.2 Amend/Approve Agenda</p> <ul style="list-style-type: none"> • Motion to approve amended agenda – Dan Joseph 1st, John Burge 2nd, all in favor <p>1.3 Amend/Approve Previous Minutes</p> <ul style="list-style-type: none"> • Motion to approve minutes – Bobbi Tryan 1st, Dan Joseph 2nd, all in favor, Courtney Farrell and Mercedes Macias abstain <p>1.4 Public Input/Correspondence</p> <ul style="list-style-type: none"> • Had 2 public feedback forms and forwarded to the PC • Board meeting links requested and sent out • Mercedes read Kyle Porter’s submitted comment; Dan Joseph had a discussion with Kyle regarding the percentages of programming at this time. Paul said the public feedback form is difficult for users and would like to revisit in the future. Mercedes reiterated that it takes both sides to work together, referring to music and public affairs. <p>1.5 Announcements</p> <ul style="list-style-type: none"> • Dan Joseph – good work day turnout at the Magalia transmitter site. Thank you to all of the volunteers. Leah and Paul suggested that we send a thank you from the board. • Paul O’Rourke-Babb – Passed the Medicare for All legislation with support from the Butte County Healthcare Coalition – on to other communities • Ken Pordes – thinking of a generator to keep Chico office running in case of power outages. • Grant and Courtney – USDA grant moving forward 	9 minutes
<p>2. Action Items</p> <p>2.1 Approve Programmer’s Handbook 2020</p> <ul style="list-style-type: none"> • All in favor of approving; John is abstaining from the vote • Bobbi question: can we come back and make modifications at later times? Yes. Document Review Committee will continue reviews and make updates as appropriate. All docs are living docs for amendments, etc. 	1 minute

3. Staff and Committee Updates

3.1 Staff Reports

3.1.1 GM Report – Rick

- Shared the CPB letter regarding current and future budget plans
- Welcomes edits and contributions from the board
- Response is due late January 2021
- Undergoing 2-year audit at the end of December 2020 – due January 14, 2021
- Need to formulate strategic fundraising plan moving forward
- Draft to BOD in closed session by 12/22

3.1.2 Office Manager Report – Grant

- Donor Retention program update and Pledge Drive update
- KZFR 2020 Survey: emailing version 4 that includes the programs on the air. Seeking input on section on 13 & 14. Please provide final comments before 12/22
- HR Trainings are due 12/25 – if trainings done elsewhere – send verification
- CPB letter in the works – sent in-kind donation forms, found an additional \$20k in-kind donations
- Ray, Leah and Grant are starting the new social media small business/nonprofit focus time – KZFR’s

3.1.3 Underwriting Report – Ray

- November and December underwriting going well
- Jeannie – doing a great job as underwriting director, very responsive
- Chris Nelson – regarding updating underwriting messages. Contact Ray directly to make edits/changes. Doesn’t change messaging without confirmation from underwriters.

3.1.4 Volunteer Coordinator Report – Leah

- During Pledge Drive most popular posts were Preston and Sanjay, in addition to news stories in November
- 7 newsletters during Pledge Drive – comment from the public was to consider frequency. In November, analytics showed loss of email subscribers in October and November
- Open rates and click through rates remained steady
- Paul: Do you get feedback about why people unsubscribe? There is an option to provide notes. 2nd most popular newsletter was “thank you”
- Jeannie: Do we know if those that unsubscribe are donors?

3.2 Treasurer’s Report – John

- Nothing new since last meeting. Previous report was through 10/2020.
- John is identifying top issues for BOD to discuss
- Rick and Grant pulled financial reports for November on 12/8/2020
- Reviewed financial statements
- John will provide a report for the 12/22/2020 BOD meeting

3.3 Committee Reports

3.3.1 Executive Committee

- Meets weekly to discuss grant, financial and personnel management

3.3.2 Program Committee (PC)

- Next meeting 12/9

50 minutes

3.3.3 Community Advisory Board (CAB)

- Met in November – next meeting will be determined

3.3.4 Fundraising Committee

- Courtney stepping down as chair / Grant will take over as chair
- Dan – next meeting 12/10 at 6:30 regarding the video fundraising idea. Dan Carter has worked up a road map. Leah to send out Zoom link. Hopes to coincide with Spring pledge drive.

3.3.5 Document Review Committee

- Ken has taken over for Rob as Chair. Programmer's handbook to be distributed to programmers and others via PDF. Working on Diversity Statement. Meet every Friday at 3pm.

3.3.6 News Department Committee

- Paul – met on 12/7 and decided to pre-publish meeting times and meet one week prior to BOD. Discussed future work of the committee. Primary focus is funding opportunity for a news department. Goal is the news dept. contributes financially to the overall station. Coordination of public affairs coordinator – ensure that there is no overlap, good coordination among topics, etc. Next meeting is 1/4/2021 at 5pm.
- Mercedes has stepped down from the committee – Chris Nelson has joined the NDC for good communication between the NDC and the PC.

4. Matters for Discussion

4.1 Diversity, Sexual/Workplace Harassment/COVID Manager & Supervisor Trainings – update

- Grant provided update in his report
- COVID Training Place sessions ongoing. Mercedes attended one, Grant will attend on Friday 12/11

4.2 CPB Grant Update

- Discussed during Rick's report

4.3 Off-site programmers

- Grant – Included in his office report, provided a policy recommendation of how to get new programmers on air during COVID. Off-site programmer vs. certified programmer. Provide a distilled programmer's handbook that pertains to offsite programmers. Requesting open book testing for potential off-site programmers. Parameters designating between certified vs. off-site programmers. Looking to address technology challenges with offsite programmers. Grant's document to be sent to Document Review Committee for review and recommendations.
- Bobbi's comment – coordination between prerecorded shows, local shows, and live shows is critical
- Davy – prerecorded length of times will be reviewed by the PC and determined in application
- Jeannie – How many offsite programmers currently? Any instruction related to Podcasts? How do we incorporate station protocol for podcasters (i.e., underwriting content, etc.)
- Grant – Currently we have 4 submitted remote programs prior to solidifying policy.
- Chris Nelson – Tchudi's are podcasting on their web site. Has a co-host that is in the gray area – looking to have co-host cover her show while she is gone. Good to look at programmers to assist during down time for programmers
- Bobbi – would like to work with Grant to work through the pre-recorded show process to include the underwriting and other station protocol. Bobbi is happy to assist other programmers
- Steve – how to address content from outside programmers (ownership, etc.) – disclaimer at a minimum

4.4 Review Diversity Statement – 2020

- Discussion for voting to happen at the 12/22 BOD meeting
- BOD reviewed the draft
- Rob – the only substantial change is the bulleted list of categories adopted from the Programmer's handbook. Adapted draft from a year ago.
- Annual review will occur of this policy – please submit feedback, comments or edits please email the BOD.
- Rick – needs to be a minimum of 500 words – edits will be made

4.5 All Station Meeting – Recap & Reflection

- Mercedes – impressed with the turnout
- Bobbi – anticipate problems that don't come to fruition. Less animosity than we think there is around some of the issues
- Rob – thought it went well: well attended, well run, voices heard, everyone got along. Keep in mind that basically KZFR are a "cool group of people".
- Steve – impressed that everyone was able to use Zoom
- Leah – programmers appreciated that the meeting was recorded and they could

29 Minutes

<p>attend post meeting.</p> <ul style="list-style-type: none"> • Paul – happy with turnout and participation <p>4.6 KZFR Virtual Holiday Party</p> <ul style="list-style-type: none"> • Zoom – Tuesday, December 15 at 6:30 pm 	
<p>5. Meeting Finalization</p> <p>5.1 Review Items for next BOD Agenda 5.2 Meeting Close/Thank You</p> <ul style="list-style-type: none"> • KZFR 30th Anniversary Holiday Zoom Party! Scheduled for Tuesday, December 15th at 6:30PM • Next BOD meeting scheduled for Tuesday, December 22 (TBD) at 6PM via Zoom. 	<p>1 Minute</p>
<p>6. Closed Session</p> <p>6.1 Succession Planning Committee – Updates & Discussion</p>	<p>30 Minutes</p>