

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

Board Meeting Date: March 9, 2021
 Location: Virtual Meeting
 Commencement Time: 6:00 pm

Estimated Time

<p>1. Meeting Opening</p> <p>1.1 Call to Order/Begin Recording/Welcome/Attendance Board Members: Mercedes Macías, Rob Davidson, Dan Joseph, Paul O'Rourke-Babb, Sandra Morales-Miller, John Burge, Bobbi Tryon, Jeannie Trizzino, Courtney Farrell Staff: Rick Anderson, Grant Parks, Ray Laager, Leah McKean Guests: Sr. Felipe, Sanjay Dev, Tim Kemper, Jan Biefelt, David Fuhs, Bill DeBlonk, Kay Paden, Chris Nelson</p> <p>1.2 Amend/Approve Agenda Dan motion to approve, Rob second, all in favor</p> <p>1.3 Amend/Approve Previous Minutes Bobbi approve with updates, Sandra second, all in favor</p> <p>1.4 Public Input/Correspondence Jan Bielfelt: attending the meeting because has been with the station for many years. Has been through many changes/crazy times. We have a station manager that has been doing an incredible job. Has a lot of the support from the station programmers. Rick has stated his retirement date, it seems that the board is trying to push him out the door. Retirement is based on "crunching the numbers" and should be treated as the "human being" should act as a family. Board is considering taking people off the station – can't compete with KCHO. We have voices and We will see what we can do about correcting the board. Mercedes: Please refrain from personnel attacks and threats. We are doing everything by the CA laws of the 501c3.</p> <p>Mercedes: we will keep up to date with the board schedule and will review calendar.</p> <p>Bill DeBlonk: Attending this meeting to reiterate what Jan said. The programmers feel that Rick has done a great job and he should be able to retire when he wants and not when the BOD wants to. 20 years ago he was taken off the board. He is still here.</p> <p>Tim Kemper: In support of Rick, has done a fantastic job. Why would the board remove him before he wants. Social security can be impacted. Live people behind the mic.</p> <p>Kay Paden: Thank you for the time to share our perspectives. Rick has given good time frame of notice. Why is this not being respected? He has a great respect the community. Heard we were going to a canned type of programming – appreciate live people.</p>	<p>5 minutes</p>
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David Fuhs – sorry for not attending recent meetings. As many people as possible should attend these meetings. We should hold a retirement party for him. Not sure of the arguments of people or canned – love the quirky and different. Don't want to be "KCHO" light. Congrats on Rick retiring.

Drew Traulsen – want to support Rick in whatever decision he wants to do. He should be allowed to retire when he wants to. He has done a great job. He should be able to retire when he wants. I agree with everyone supporting live music.

Sanjay Dev – 18 years on the radio. For the last 14 years, the station has grown because of Rick. The loyalty from the listeners has grown. If we expect listenership to grow, we need tosolidarity with Rick

Choctaw – support Ric wholeheartedly. Gave me a an opportunity for a show. He should be able to retire when he wants. He has brought a lot to the station. To force him out is a big mistake. Let Rick when he wants to leave. I support Jan and all of her statements. He is bonafide and he will be hard to replace. Rick, I respect for retiring and wish you the best.

David Guzzetti – Echo the words of support that I have heard over the last 20 minutes. Rick has done a tremendous job and has brought a lot of experience from the nonprofit sector and the radio experience. This was very important. He learned a lot from us as well. I think Rick should be allowed to retire in September when he wants to. It seems like a "slap in the face" of pushing him out in June as I have heard. I have gotten really close to him over the years. Rick is an easy person to approach. What he didn't know, he has gotten up to speed. I am here to support Rick tonight.

Sr. Felipe – I just heard about Rick retiring. "What is the station without him?" I am hearing pushing Rick out and canned programming. KZFR is completely different than KCHO.

Chris Nelson – I didn't know anything about this communication about Rick – there must have been selective communication. I am on the PC and don't know anything about the canned programming. Nothing like that has been talked about. I don't know anything about the discussion about Rick.

Shoshanna – Reiterate with supporting Rick. We are a family – if retirement is coming we need to support that. Agree with everyone's comments about music.

Jan Biefelt – Rick was not behind this, I found out and contacted fellow programmers.

Jim Howell – I am here because I love us all. Want the station to go the right way. Have respect for the mission which is to provide information and entertainment.

Richard Perrelli – (Mercedes has forwarded your comment to staff) – my comment has to do with the concern with an underwriter "Skywatch." They are a conspiracy theory group. Without a policy in place, there is not limit to what they could do. I have asked the staff and board to develop a policy. Appreciate the quick response. I wrote the comment today and it is being discussed tonight.

Rick – we appreciate your concerns and Ray and I will be meeting to discuss and

<p>develop a policy. Your input is valued and your concerns are recognized. Mercedes – covered the various committees where people can join in. If a policy is developed, it would go to the doc review committee.</p> <p>Grant – On our web site, there is the “About” tab – “Public Comment” form is also located there. Once filled out, it is passed to the board for discussion at meetings like this.</p> <p>Paul – have listened carefully to what everyone has said. Everyone on the board cares greatly about Rick and the station. Does not want division between everyone else and the board.</p> <p>Maria Olson – just listening to the meeting. Mercedes will send recording.</p> <p>Jan Biefert – talked about the pledge drive and how is it running slow – because we don’t have the party community and there are so many people out of work right now. I agree with Paul that it will take the economy to recover slowly. We need to look at alternatives and not blame anyone at the station.</p> <p>Ray – everyone is facing the downturn of COVID. Underwritier have been hit harder – need to find ways to be creative, innovative</p> <p>Chris Nelson – thank you to the board, thank you to Rick. Jan, your tone was rocky. People will soon be flush with \$1,400 and we should be ready to ask for money.</p> <p>Mercedes – Public comment: want to thank Ginger for an amazing show. She inspired my donation.</p> <p>Mercedes – thank you for everyone for taking the time to be here.</p> <p>1.5 Announcements</p>	
<p>2. Action Items</p> <p>2.1</p>	<p>0 minutes</p>

3. Staff and Committee Updates

3.1 Staff Reports

3.1.1 GM Report – Rick

Report sent prior to board meeting.

Rob and I did some work on the CPB grant questions. Joy and I needed to work on some numbers. Came up short on the nonfederal support. Down to \$270,000. CPB made some suggested corrections. Pledge drive is “only okay.” Pitching is going well, donations are down. Think the lack of a phone bank is part of the problem. Sitting at \$11,000 now. Want to hit \$30,000 by Friday. Rick talked with Linda Watkins Bennet to promote the pledge drive. Someone called wanting to help with the generator.

Paul – Agree with Rick that COVID fundraising is consistent across the nonprofit radio stations. Jim Howell’s show today “listener interactive” was great.

Paul – what type of BOD insurance do we have?

Rick – NIAC insurance and DO insurance – insured for various liabilities. Good policies almost the best we can get.

Paul – what is going on with the Android app

Mercedes – what is happening with the CPB date for the probation issue.

Rick – will reach out tomorrow and let executive committee know of progress.

3.1.2 Office Manager Report – Grant

Report sent prior to board meeting. Most important updates involve the pledge drive - \$11,500. Unlikely that we will reach the \$30,000 goal. Need to keep on and express gratitude and maintain positivity. Met with power supply generators. Recommending solar company. Emergency preparedness team from the post Camp Fire and post Complex Fire. Would like to bring this to fruition. Asking board members to reach out if interested. 250 survey responses as Friday.

Paul – how does the current survey response compare to last one. Doing much better – will keep up for a few more months.

Leah – how many surveys received: 250 completed (80 extra with partial responses) and we will keep open until we get 600 responses.

Jeannie – did you get set up on the Vanguard account?

Courtney – We approved the last meeting minutes and can provide this information to Grant after this meeting.

3.1.3 Underwriting Report – Ray

Report sent prior to board meeting.

Better February than usual – up 26%. New underwriter sign up for one year. Continuing outreach and growth. Do we want to address the Skywatch item? The board has history. Chico Skywatch sent a group to the board meeting 3 years ago. Modified the language and it has been running since. Ray is looking for direction from the GM and the board for direction. If the

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decision needs to be made to remove them, he needs to be notified.

Paul – would like to see a policy about this to only include factual content and underwriters’ messaging. Would like to see this come back to the board for discussion.

Ray – there is language in the board policy – board should review and it shouldn’t be based on “who is in charge”

3.1.4 Volunteer Coordinator Report – Leah

Report sent prior to board meeting.

Social media is going well. Top 2 posts were news related: articles about homelessness and community gardens in Paradise

Post that received most shares was the Studio 416 and Guillermo’s show with the Bidwell’s.

Update on Zephyrfest is scheduled for Thursday, March 18 at 7pm on the Youtube channel

Jeannie – are you tracking or getting reports on pledge drive promotions for specific programmer’s pages, IG, tags, etc.

Leah – usually after pledge drives, we receive a report from Hoot suite. Following on IG keeps increasing.

Mercedes – welcomed Kosmic Kev – board received his hand-written note

3.2 Treasurer’s Report – John

Report sent prior to board meeting.

John – station has slipped into a negative territory with a net loss of (\$22,000).

Pledge drives continue to lag, fundraisers almost non-existence, car donations keeping us alive. Total expenses are less than previous year. Bottom line – operating at a deficit. Other fundraising sources are needed.

3.3 Committee Reports

3.3.1 Executive Committee

Meeting regarding personnel matters for over the last year.

Dates:

3.3.2 Program Committee (PC)

Last meeting was a month ago.

Next meeting is 3/10 at noon. Rick to send link.

3.3.3 Community Advisory Board (CAB)

Met on Tuesday, March 2. Rob submitted meeting minutes.

Positive meeting – key points: support for the newly added local news programming. Survey has been well-received. Praise for the recent emails and social media posts. Conversation about encouraging KZFR to focus on local art and music and the local scene. Happy to hear about the off-site programmer protocol.

Next meeting in June 2021

3.3.4 Fundraising Committee

Grant – committee meets third Tuesday of the month.

Next meeting Tuesday, March 16

3.3.5 Document Review Committee

Ken – Rob will provide input. Have been meeting to review and update the board policy manual. Draft will be presented when ready.

Next meeting will be Friday, March 19 (usually meets every Friday)

3.3.6 News Department Committee

Paul – meeting postponed. Reschedule to April 5 at 5:30 pm

3.3.7 Virtual Event Committee

Leah – Dan is also working with Diana Suzuki to create a 2-part series called “Uplift” in May

Bill – Zephyrfest recording last segments and Bill provided last music segments ready for the

<p>4. Matters for Discussion 4.1</p>	<p>0 Minutes</p>
<p>5. Meeting Finalization 5.1 Review Items for next BOD Agenda 5.2 Meeting Close/Thank You</p> <p>Next BOD meeting scheduled for Tuesday, March 23, 2021 at 6PM via Zoom.</p>	<p>1 Minute</p>
<p>6. Closed Session – started at 7:19 pm 6.1 Succession Planning Committee – Updates & Discussion</p>	<p>55 Minutes</p>