

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

Board Meeting Date: November 10, 2020
Location: Virtual Meeting
Commencement Time: 6:00 pm

Estimated Time

1. Meeting Opening

1.1 Call to Order/Begin Recording/Welcome/Attendance – meeting start 6:00 pm

- Board Attendance: Dan Joseph, Jeannie Trizzino, John Burgess, Bobbi Tryon, Mercedes Macias, Rob Davidson, Ken Pordes, Steve O’Bryan, Paul O’Rourke-Babb, Sandra Morales-Miller, Courtney Farrell
- Staff Attendance: Rick Anderson, Grant Parks, Ray Laager, Leah McKean

5 minutes

1.2 Amend/Approve Agenda

- No additions
- Motion to approve: Rob and Ken seconds – all in favor

1.3 Amend/Approve Previous Minutes

- Motion to approve: Dan and Ken seconds – all in favor

1.4 Public Input/Correspondence

- Leah – long time pledge participant and volunteer stated too many newsletters are going out. Found it off-putting. The pattern of sending per day has been for the past few days. Leah is going to see if followers decrease because of the frequency of the newsletters
- Ray’s suggestion is to not ask every time – have a note of content with the pledge button
- John – if you aren’t engaging people either good or bad – not pushing enough
- Paul – Paul agrees and a question to Leah: newsletter and the Web announcements are two different engagements
- Mercedes – CC4J email regarding KZFR’s support for their initiatives. We discussed in the past that the board and KZFR not take a stance on specific initiatives. Does the board still uphold this stance?
- Steve asked for more info
- John – asked if we haven’t supported past political issues in the past. Has it been left up to programmers individually in the past with the caveat that the station does not support the individual perspectives
- Rob – familiar with the initiative but hasn’t had time to review.
- Ray and Courtney – just be cautious of federal regulation
- Paul – listened to most of Eve of Destruction that he appreciated the way they delivered the pledge drive and their approach and was excited to listen to them.
- Rick – they had 14 pledges before 9:30 pm – they had a good hook to get people to respond

2. Action Items

0 minutes

- **Staff and Committee Updates**

- .1 Staff Reports

- .1.1 GM Report – Rick

- Report included
 - Jeannie – status on the PPE loan/grant. Do we need to file any reports and are we relying on the bank for updates.
 - Rick – our bookkeeper is on top of this, and we are within the parameters of the loan guidelines. Online form for compliance. Will be sent in before 12/31/2020
 - Rob – can you give us an update on the pledge drive so far?
 - Rick – has been slow with some ebb and flow.

50 minutes

- .1.1 Office Manager Report – Grant

- No questions
 - Grant – thank you for the assistance with the thank you letters and mailers
 - Jeannie – questions: donate page for the fall pledge could have the KZFR logo for branding. Regarding the silence detector - after it kicks in – does it detect when someone comes back on the air. Where are the form 990s located on our Web site?
 - Grant – yes it does. Will send the link to the public documents on our site.
 - Paul – Rick and Grant have you heard that I went to the Android app, and it worked great. Stated that it was based on an old Android version. When my phone updated – it worked great.
 - Mercedes – about the silence detector – how does it differentiate between awkward silence versus dead air?
 - Grant – two main settings – based on decibels of silence and it is also based on time. Will be set for silence of 4 minutes.
 - Mercedes – check in regarding training for programmers?
 - Grant – researching options for the board and programmers participating in the sensitivity trainings. Working with the CPB contact to figure out how to implement the training. It is in a research stage at this time.
 - Grant – we are pursuing programmer training for those that started pre-COVID and (3)

- .1.1 Underwriting Report – Ray

- Mercedes – decrease from last month to this month
 - Ray – projects that may be the worst of it. There is an uptick coming forward.
 - Paul – Do you have any sense of the impact with the COVID cases increasing? Yes, we will be impacted if this continues to get worse.

- .1.1 Volunteer Coordinator Report – Leah

- No questions
 - Mercedes – if we don't have a second meeting, requesting a meeting for a virtual holiday meeting with Rick, Leah and possibly Rob.
 - Leah – would that be in addition to an all station meeting?
 - Mercedes – yes, and we will discuss later this meeting.

.1 Treasurer's Report – John

- John – is having challenges logging into the system. Has not been able to complete the reports. Will send soon.

.1 Committee Reports

.1.1 Executive Committee=

- Mercedes – meeting as the personnel committee. Resolving a personnel issue that seems to be resolved
- Mercedes – has been reviewing past board meeting agendas/minutes. Eliminated duplicates and is organizing the info on the shared Google folder
- Mercedes – also the succession planning committee plus Jeannie. Meeting weekly and moving forward
- Rob – when we get to the next mile marker on the succession planning committee, we will report out to the board

.1.1 Program Committee (PC)

- Rick – meeting minutes sent out. Working on placing shows, approved Sue's and Bobbi's shows
- Paul – what was the conversation regarding the letters that were sent
- Rick – was not discussed and the programmer was on the call. The letters were discussed to see if this programmer was open to having the news program during his slot
- Paul – has that been agenda'd to the PC?
- Rick – no because the PC doesn't meet for another month
- Leah – did we get Steve Scarborough's letter? Everyone nodded yes
- Paul – having read both letters, don't know that we can do this tonight because it needs to be agenda'd and the board should talk because they were serious letters
- Steve – just shows the need to get an all station meeting. Zoom or all station is needed
- Rob – if I understand what is being said, need for the public all station meeting. People have opinions that need to be expressed. First inclination was directed at the PC, first place to handle it. Agrees that we are overdue for the all-station meeting.
- Steve – get in front of what the PC and NDC is working toward. Necessary to get input from the programmers. The longer we wait the longer it could go negative versus positive. Believe that an all station,public meeting can resolve these issues
- Paul – agree about the all station meeting. When you receive the NDC report – you will see our next steps. Took the letter as a threat and until further clarification will take it as that.

.1.1 Community Advisory Board (CAB)

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.1.1 Fundraising Committee

- Next meeting Tuesday, December 1

.1.1 Document Review Committee

- Meeting this Friday, 11/13 at 3pm

.1.1 News Department Committee

- Paul – long conversation regarding the matrix proposal that was put forward – regarding people’s perceptions, misinformation, feelings, etc. NDC agreed to postpone the motion until the all station meeting can be had.
- Next meeting will be held on November 16 with the purpose to continue what else the committee should be doing moving forward.
- NDC request the all station meeting as soon as possible to eliminate the rumor mill

4. Matters for Discussion

4.1 All Station Meeting

- Executive meeting is proposing that we have two meetings: business and then a social
- Mercedes: we need to set a date – maybe in November?
- Rob – ordinarily people travel during Thanksgiving – but not sure this will happen this week.
- Ray – What about early December?
- Grant – Also thinks we should look after December – maybe December 1 that will lead into the December 8 BOD meeting
- Bobbi – who will put together an intro and history of how we got here and what we need to discuss regarding the NDC/PC/News programming
- Mercedes – need to base the meeting on facts not rumors
- Bobbi – many programmers may not know the current conversations – and could come from a neutral place
- Bobbi – can we find an outdoor location with masks that we could convene?
- Courtney – held them for work and it worked well
- Paul – Grass Roots party was a super success on Zoom for health reasons
- Paul – we have programmers that won’t go into the station let alone a party
- Paul – would hate that we would be a contributor to the increased numbers
- Ray – Couldn’t agree more – will not be associated with any large gatherings.
- Dan – We don’t want to me known as a super spreader event. Interested to see how the Zoom event would go.
- Rob – December 1st for all station meeting – December 15th for the holiday party with board meeting on the December 8th
- Jeannie – consider having the holiday party on a weekend instead of a weekend
- Leah – Seem to have better turnout on Sundays versus Saturdays

30 Minutes

- Ray – think weekends are problematic. Zoom makes it easier to do it during the week.
- Mercedes – move forward with December 1 meeting
- Mercedes – suggests that the NDC and the PC work on the agenda for the all station meeting
- Paul – feels that the NDC on the 16th could work on this and the PC meets on the 18th and can also work on it.

4.2 Diversity, Sexual/Workplace Harassment Training

- Mercedes – need to address this and Grant is working on this. Exec Committee discussed having a live, virtual training and record it. Need to check in on the legal parameters of this.
- Grant – one of the reasons that we use Navex is because it is a workplace training. Using Navex seems to be the easiest and issues the certification. Needs to be completed by 12/31/2020.

- Mercedes: Do we need to have the BOD meeting on 11/24?
- Grant: It may be good to hold the meeting on 11/24 to discuss how and what the communications will be at the all station meeting. PC and NDC can talk about their direction and then bring to the board on 11/24. Can be a short meeting.
- Courtney: Can a written report be provided before the 11/24 meeting?
- Paul: Yes from the NDC
- Bobbi: Agrees that we should meet
- Mercedes: meet on 11/24 at 6pm with committee reports. Nothing else on the agenda
- Mercedes: December will also have the same thought of cancelling the 12/22 meeting. Have same conversation about keeping the meeting or not.
- Bobbi: Leah – are we putting info out the all station meeting now? How we are going to discuss the meeting may play into the announcement of the meeting. Should we announce something vague vs.
- Rob: Keep it simple
- Dan: New business – as it gets colder outside, looking at our homeless population – would it be possible to do a sleeping bag, tent drive?
- Bobbi: Is safe space going to start soon? Is that where the bags be distributed? Can see KZFR gathering and work with Safe Space to distribute.
- Mercedes: amenable and in favor of KZFR pushing the messaging out
- Bobbi: where will it be stored, etc.
- Paul: Dan if you can pull a crew together for collection and disbursement – it would be good and fulfills our mission
- Mercedes: Dan will take the lead and email out to everyone
- Ray – quick suggestion – contact Rick, Grant and Ray and we can put together a promo

5. Meeting Finalization

5.1 Review Items for next BOD Agenda

5.2 Meeting close/Thank You – 7:25 close of meeting

5 Minutes

Next BOD meeting scheduled for Tuesday, November 24 at 6PM via Zoom.

6. Closed Session

0 Minutes