

## **KZFR Board of Directors 11/24/20 Meeting Minutes/Notes from Leah**

In Attendance: Mercedes Macias, Jeannie Trizzino, Dan Joseph, Ken Pordes, Sandra Morales-Miller, John Burge, Steve O'Bryan, Paul O'Rourke-Babb, Rick Anderson, Grant Parks, Ray Laager & Leah T. McKean.  
Guest: Chris Nelson

Absent: Rob Davidson, Courtney Farrell, Bobbi Tryon

### **TREASURER REPORT**

John Burge discussed the 4months to date (July-Oct 2020)

We had a loss in October 2020 compared to Oct 2019.

Rick: Car donations are way up.

Paul questions-"What's under the Fundraising category." Answer - Includes events, TOC & co-events. & "Who's under Consultants category?" Answer - in 2019 it was Mat Fidler, Leah McKean etc.

Ken P question - "Why are office supplies up? Answer: COVID-19 supplies.

Paul offers to make a donation to help cover these new expenses.

### **EXECUTIVE COM REPORT**

Rick Anderson discussed the CPB grant. 18 months CPB started revamping how grants are allotted. KZFR must raise \$300k annually to keep the grant of approx \$87k. We have a review meeting with the CPB in Feb 2021. We need to have a fundraising plan by then or we may lose the grant that covers 2022. We were only \$7k short last year but it didn't matter. We're market #200 small population but not considered rural. We've been on probation because they say we have low ratings.

Steve O questions: "will they give us more time because of COVID?" Answer: Don't know. "Is NPR causing this problem?" Rick: probably

Mercedes - We need to get ready for the Feb 2021 meeting. Weekly events, monetize skills and in kind contributions, mention Campfire

Steve O - Maybe it will improve when Biden takes office

Palu O- He'll check with other stations to see what's happening with their funding

Rick - our market is based on Nielsen ratings which include all of Butte County so the total population total is too high for the "rural" category.

Mercedes - cutting conversation short, more info from the Ex Com at the next meeting

### **PROGRAM COMMITTEE REPORT**

Needs 1 more community member - Leah to post info and app link on our 2 social media platforms

Jeannie question - Are we promoting the 3 new shows? Leah Answer: Yes, A newsletter is scheduled plus a combo post on social media on Saturday. followed by individual posts for each show on the day of their debut.

Chris question - Can we do a post about all 3 shows? Leah - Yes that will happen on Saturday.

***Rob absent - No CAB Report***

## **DOC REVIEW COM**

Ken P to be new chair of the Doc review committee. Rob still a member. They are working on the Employee Handbook & BOD policy manual. Reevaluated the "Probation" policy. Mentioned that we all need to complete the NAVEX Global Training. Grant has sent everyone the details. "we have good people on the committee. Their next meeting is 12/4 at 3pm

## **FUNDRAISING COM REPORT**

Jeannie spoke about the North valley Community Foundations Week of Giving campaign. Leah will be doing 2 social media posts daily and 3 newsletters. Asks everyone to share posts.

## **NEWS DEPT COM**

Paul discussed explaining the context/purpose of the NDC at the All Station Meeting. Their next meeting is 12/7 at 5pm

## **ALL STATION MEETING DISCUSSED**

Agenda Set: Health of station, Direction of Station, Matrix/Program Schedule followed by Q&A

## **TRANSMITTER WORK DAY**

Dan Joseph needs volunteer help to clean around our transmitter on Saturday 12/5. Includes: weed whacking, pruning bushes/trees. Right now he only has Kyle helping him. Ken offers to help.

Leah to email programmers to ask for help

Rick suggested asking John of Petersen Tree care to help but Dan J thinks he can do it with help. Pertersen charges approx \$300/hr

Paul expresses concern about safety. Dan thinks they'll be fine.

## **VIRTUAL EVENT IDEAS**

Dan J has spoken with Dan C, Guilermo & Bill D about helping KZFR create a virtual event. They are all willing to donate their time and skills to the project. Suggested we do a combo of music & interviews with KZFR people. A similar event by CHAT raised \$7k

Mercedes - A CAB member Davey has suggested the same thing

Leah - Diana & I have been brainstorming something similar for the Touch of Chico which would include music, speakers & testimonials about the value of KZFR.

Dan J & Leah will invite all interested folks to a ZOOM planning meeting asap.

## **HOLIDAY ZOOM PARTY**

Set for Dec 15th but no one knows what we want to do at it. Jeannie will be attending a different holiday zoom party soon and will report back with ideas.

*Closed Session – 30 Minutes*

*All Station Meeting: Tuesday December 1<sup>st</sup> 2020 – 6:30PM  
Next BOD Meeting: Tuesday, December 8<sup>th</sup> 2020 – 6:00PM*