



**GRAND VALLEY PUBLIC RADIO COMPANY, INC.**  
**BOARD OF DIRECTORS**  
**February 27, 2019 – Minutes**  
**KAFM – Radio Room**

*The KAFM Board of Directors meets the fourth Wednesday of every month. Board meetings are open to the public, and we encourage listeners and community members to attend.*

Board Members Present: Joe Gudorf, President; Ginger Mitchell, Vice President; Paula DeGroat, Secretary; Cliff Sprinkle, Treasurer; Marsha Kosteva; Pam Lindsay

Others: Ramona Winkeller, Executive Director;

Absent: Laureen Cantwell; Alex Forsett; Harry Griff

**1. Welcome to new Board Member:**

President Joe Gudorf welcomed Pam Lindsay as the newest member of the Board. Those who had not previously met Pam, were introduced. We thanked her for her willingness to join and look forward to working with her.

**2. Call to Order/Agenda Review/Approve-Discuss Minutes:**

Meeting was called to order by President Joe Gudorf at 5:34 pm. No official changes to the agenda, but order of topics may shift with the flow of the discussion.

The January minutes were presented for approval. Cliff made the motion for approval and Ginger seconded. The minutes were approved as presented.

Ginger questioned the process of distributing the final/approved version of the minutes. Currently the approved minutes are revised to remove the "DRAFT" watermark and then sent to Ramona & Betty to post on the website. Per the discussion, the full Board will be included in distributing the clean version of the final minutes each month.

**3. Executive Director Report:**

Ramona reviewed the highlights and updates from the written report she prepared. Items of note included:

The final report for the Grand Junction Commission on Arts & Culture has been completed, as well as applying for the 2019-20 grant.

Ramona will be attending the Rural Philanthropy Day in June with the plan to approach people for Grant information. Year to date, 9 grant applications have been submitted.

Working on the job description for a Membership Coordinator (more discussion to follow)

2018 NFFS should be \$304,406. The audit is in process.

Ginger questioned the ED Report date and timing of the information included. With the change in Board meeting date (4<sup>th</sup> Wednesday) it is difficult to coordinate. We review the previous month financials, but for operational activities, we want more current information. Sometimes there is overlap and duplication in what is reported. Per the discussion, the ED Report will be a report of the activities on a month-to-date basis as of the Board meeting. It was also requested to have Ramona include her spreadsheet of Grant applications submitted/\$ amounts/award dates etc. with the report.

Ramona & Ginger discussed the Membership Coordinator position. While overall income is up for the station, it is not via Membership. The position would be part-time at 16-20 hours a week, \$12/hour. The job description calls for working with the membership database and drawing on the additional features of the software to enhance membership revenue. The position is unbudgeted, but the thought is it could fund itself. Several options for candidates are available.

Revenue discussions morphed to #6

## **6. Art Auction Debrief – Lessons learned:**

New revenue options need to be discussed and determined. The staff debriefing after the February 9<sup>th</sup> Gallery 88.1 Art Auction was dismal. The time & energy involved and necessary for what took place was not worth the results. There was a great art selection and types of items, a full house, but no bidders; only 50% of the items sold. The projected profit is about \$3,500 in comparison to over \$4,000 brought in at the Holiday Party silent auction which required relatively no labor.

A variety of discussion followed: Conflicting events? Timing in February versus January. Minimum bid too high (set by artists) Wrong audience (our family versus art buyers). Purchase mailing lists of affluent people. Have more affordable art. Put parameters on what type of art accepted. Better food.

The staff vote was to never do it again. We need options to replace the budgeted revenue – brainstorming for what type of event could do this. No resolution at this time, but will continue to review.

(back to #3 – ED Report)

Ramona has been working with the Fire Marshall to address violations in his report. The main issue is the curtain on the stage and any events that may include pyro-technics. She will keep us posted.

#### **4. Revisit Board Goals – Develop Action Plan(s):**

The Board reviewed the 2019 Board Goals report to clarify what the line items in the report actually meant.

#1 is Membership with a variety of sub-categories. The goal of cleaning up the data base by 12/31/2018 was 50% complete. Obviously, a new timeline is needed. Ginger and Pam will review the information with those working on the database (Staff & Volunteers) to figure out where we're at and how to get where we need to be for good analysis. This should be completed sooner than later to develop procedures to manage the various program designs and levels. Once this is completed, results can be measured.

Various committee structure was discussed. Should it be a Membership committee, a Fundraising committee, or Development? The question is not what else can we do, but how to have the committees make sense and be effective. A community committee was discussed; similar to the CAB. Currently there is no integration with the CAB. Ramona will share CAB meeting notes with the BOD. We don't want to miss the "next best idea". An idea was tossed out to create something similar to the Music Bureau such as an "Events Bureau" to create new fundraising opportunities.

#2 is Talent/People including both staff and volunteers. Currently volunteers are managed by the respective system; programmers/program director; music bureau/music director; pledge drive/Betty & Ramona. The recent Listening Study has been very impactful in reviewing this goal and guidance for the future. The volunteer manual has been in process for some time. Joe will compile what currently exists and review with Ginger to finalize a basic set of guidelines.

In reviewing the Goals list, Cliff noted that we have taken care of #3 & #4 (Finance/Financial Independence/Financial stability & Reporting/Board Meetings) so that we can continue to focus on working up the list. We have a wide net in the volunteer arena and are working on improving the membership process. Discussed the need to focus on the membership plan to get to the finish line – make it happen. Perhaps a contract person will be hired to wrap up the project.

#3 Financial Stability - with the sale of the rental properties, and restructure of our debt, we are in a much better financial position than previously. There are still needs for alternative sources of revenue, more grants, and the potential of something like the Events Bureau. This goal will remain, but is becoming a reality.

Goal #4, Reporting & Board Meetings was removed from the list. The meeting format has been restructured to review the Financial Statements at the end of the meeting to ensure regular business gets discussed. We will continue to review how we are working as a Board – is anything broken? Otherwise, this goal has been obtained.

#5 is Brand Awareness. This should be embedded in all that we do, in all other areas. There is a collective responsibility to spread the word; part of the culture is to tell the story. Ramona took this opportunity to remind the Board to record a testimonial for the 20<sup>th</sup> Anniversary.

The revised & updated 2019 Goals will be sent out before the next meeting.

**5. 20-year Anniversary updates:** Covered under Fund Drive discussion/handout. No new additions at this time.

**7. Dec/Jan Financials – Review/Approve:**

Cliff presented a revised version of the December preliminary spreadsheet. As the financials are still preliminary, approval of December financials was tabled until the final statements can be presented.

Cliff also had the comparative spreadsheets for the January numbers. A separate capital account has been added to track the funds from the refinance. Joe moved to approve the January financials and to table the December approval until finalized. Pam seconded and the motion was approved.

**8. Adjournment:**

Meeting Adjourned at 7:34 pm.

Respectfully Submitted  
Paula DeGroat  
Board Secretary