



GRAND VALLEY PUBLIC RADIO COMPANY, INC.
BOARD OF DIRECTORS
May 23, 2018 – Minutes

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; Laureen Cantwell; Harry Griff; Marsha Kosteva

Others: Ramona Winkeller, Executive Director; Travis Reed, volunteer

Absent: Paula DeGroat, Secretary; Cliff Sprinkle, Treasurer; Alex Forsett

1. Call to Order:

Meeting was called to order by President Joe Gudorf; 5:32 pm. No adjustments to the agenda.

2. Update on Sale of Real Estate:

We have an offer on the west property (which was listed at \$119,900). There has been limited activity/interest in the past 60 days on this property. The offer was much lower than list price, and the agent recommends countering at a mid-point, with a 30-day close, no KAFM contribution to closing costs.

Discussed the shed on property that belongs to KAFM, KAFM will move.

Discussed options regarding the use of the property for additional event parking once sold. This will not be brought up until the sale is final.

Additional discussion regarding the offer on the table, the counter offer options, and the general real estate market followed.

Motion to make firm counteroffer of \$108K. Motion seconded. Motion carries, 4:1.

Joe will reach out to agent with this decision.

3. Approve April Minutes:



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Call for approval of March meeting minutes. Minutes had been amended to correct a typo in the discussion of real estate in Board meeting minutes section (no changes or corrections to Annual Meeting minutes). It was moved and seconded to approve the Minutes as amended. Approved unanimously.

4. Financial Overview:

Joe presented the comparative spreadsheet of key indicators for April 2018. There was a brief discussion of the fact that we are slightly ahead of projections in total operating income, but that total operating expenses are about \$11K over budget (Radio Room). Ramona explained this is due to a lot of Radio Room assistance in the form of trade; all Radio Room shows are bringing in a minimum of \$1K each.

As of April 30th, we are slightly behind goals (about \$2K) but should catch up, are in a good position.

We should see the audit in the next week or so, which will secure the CB funds for us.

Harry noted there is only about \$8K in working capital; Ramona asserts that there is better working capital figures in actuality than those indicated by the report.

Ginger asked when we would see the impact of the deferred accounting; Joe believes that will show soon.

It was moved & seconded to approve the financials. April financials were approved.

5. Chair Lift – Fundraiser:

A programmer has approached the station about installing a chair lift on the stairs at KAFM to enable handicap access. The Board is unsure about the financial and structural feasibility of this idea. Board discussed options and Ramona will respond to the programmer.

6. Executive Director Report:

Ramona reviewed the highlights and updates from the written summary she prepared.

Items of note included:



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- Tim has paid April & May rent; current to June 1, 2018. Will cease eviction proceedings.
- Incident report: programmer put a chair in the studio and a different programmer fell back and hit his head (he's ok).
- CAB meeting: Need/Want 20-year anniversary plan, want to change name for the sustaining members category
- Report should indicate \$9100 in cash, not \$5100
- Giving Club: Our name has come up several times for the giving club but not sure how we should participate, what's our hook?
 - Harry noted that if we get selected, we are then excluded for the next 3 years so we need a compelling case – capital/building improvement(s) or other project

Ramona mentioned that all grants right now seem to want a special project; her goal now is to get a matching grant/gift for the 20 year anniversary; we don't have the money to *give* but we help with lots of other non-profit orgs (for free/donations/trade).

- Harry suggested picking a project and crafting a compelling "sell" for it; Marsha agreed, basic needs warm hearts (Humane Society, Royce Hurst, etc.), and noted 4 other local non-profits she knows that are working on capital campaigns right now, which could make it tougher to make our case (too much competition?)

7. **Membership Committee Update:**

Ginger asked if there were thoughts, reactions, or comments to the ideas sent out via email ("Membership Meeting Committee Notes, April 30, 2018") prior to the Board meeting, for Board member consideration.

Harry agreed that we should have a business membership category – suggested adopting a model of categories, like many other non-profits do. Thinks we should go with a simple structure, with KAFM as the premium – we don't want donors who hold on to donations waiting for premiums.

Marsha asked if Click & Pledge will enable us to define membership levels, etc.? Ginger indicated that she feels it's a very flexible system and we won't have limitations where membership levels are concerned.

Discussion ensued regarding statistics of members, the types of premiums we offer, the new database we are using for fund drives and donor management, matching gift opportunities, employer donation matches, and membership levels under consideration.



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Laureen voiced students could assist with designing a membership brochure; Ramona says she has an offer from someone to create a 20-year KAFM anniversary logo for free; Joe suggested that brochures, logos, etc., have Board input and that this be part of future Board meeting agendas. Ginger wants to create a draft for Board consideration.

Regarding the programmer survey – Marsha voiced support for asking questions regarding drives, premiums, memberships, etc. See what programmer feedback is. Ramona wants to move away from so many premium levels during drives, focus on growing membership. Joe asked if some premiums are donated; Ramona answered that some are trade underwriting, added that \$2K spent on tshirt premiums is too pricey for us to sustain.

8. Further Discussion of Board Goals/Committee Updates:

Tabled.

9. Adjournment:

Meeting Adjourned at 6:58 pm

Respectfully Submitted

Laureen Cantwell

The Secretary You Got for This Meeting