



**GRAND VALLEY PUBLIC RADIO COMPANY, INC.**  
**BOARD OF DIRECTORS**  
**August 22, 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; Paula DeGroat, Secretary; Alex Forsett; Marsha Kosteva

Others: Ramona Winkeller, Executive Director; Travis Reed, general public

Absent: Cliff Sprinkle, Treasurer; Laureen Cantwell, Harry Griff

**1. Call to Order:**

Meeting was called to order by President Joe Gudorf at 5:40 pm. Minutes from the July meeting were reviewed; noted correction regarding KAFM CPB status which will be reworked and finalized. Approved with amendment.

**2. Financial Overview:**

Joe proposed to table financials to next month. A corrected version had been sent out too late for the comparative spreadsheet to be updated.

Ramona had confirmation of Marsha's question on the June financials regarding the line item of "Donation-made by KAFM". It represents the dollar value of when the station supports/partners outside functions.

**3. Executive Director's Report:**

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

Roice Hurst will sponsor one month of the Classic Film Series

Underwriting update – New accounts: Stone Law, Carbon County Utah Tourism

Radio Daze gross around \$2600

ADA studio discussions yet to happen. Most likely would cost \$30k. Need to get community involved, a PR move to make the station better. Need to provide for a variety of reasons, and want to make it productive

ED report moved into 20<sup>th</sup> Anniversary discussion.

#### **4. 20<sup>th</sup> Anniversary Committee Update:**

A meeting was held August 13<sup>th</sup> to begin planning discussions for the various 20<sup>th</sup> Anniversary celebrations. Currently plans include:

Logo artwork contest – invitations sent early fall, on display at December 13<sup>th</sup> Open House, voting, decision and then rollout by Art Auction Feb 9<sup>th</sup>.

2 Celebrations: Spring Drive in Radio Room, Fall Drive RR & parking lot  
Will be “thank you” events, but still have a donation option/component

Retro 1999 memorabilia of both station & pop culture of the times for Spring event, looking forward focus for the Fall event

New photos of all active programmers and begin website pages for them with their history and story

T-shirts with new logo; testimonials 3 times a day, new tag line

Further discussions with action plan assignments will be a major focus for the off-site retreat meeting on September 22<sup>nd</sup>, along with promotion options to get the word out.

#### **5. Board Retreat Discussion:**

Alex had a summary of items that had been discussed to include, and mentioned Laureen’s suggestion of SOAR, versus SWOT (strengths, opportunities, aspirations, results (SOAR) analysis is a strategic planning tool that focuses an organization on its current strengths and vision of the future for developing its strategic goals.)

Main topics of interest to be included were: timeline/map of 20<sup>th</sup> Anniversary calendar; ADA capital campaign; Budget; NFFS contingency plan (additional fundraising opportunities); Managing resources better.

Discussion followed as to the effectiveness of past off-sites; accountability and inclusive versus forgotten committees that get pushed to the bottom of the monthly agenda. The off-site needs to create an annual plan, not just be a longer board meeting. Various methods were proposed and will be further discussed at the retreat; rework meeting agenda format, in between meetings, FORMAL action plans, accountability and keep plans alive in the meetings, more efficient in the process.

7. **Adjournment:**

Meeting Adjourned at 6:50pm to Executive Session

Respectfully Submitted

Paula DeGroat

Board Secretary

**Executive Session** – Updates regarding proprietary real estate transactions and personnel review.