

# BKAFM Monthly Board Meeting

April 26, 2023, 5:00 p.m.

## AGENDA

### KAFM Radio Room

Board Member	Status	Board Member	Status
Marianne Griffin	P	Sophia Granfraniso	P
Linda Callahan	P	Linda Taylor	P
Dakota Grett	P		
Julia Coffey	P		
Sue Hayes	A		

**Call to Order:** Marianne calls the meeting to order at 5:30pm.

Attendees: Cyrene, Executive Director

**Audience Business:** N/A

**Approval of Minutes for March 24, 2023** - Approved

#### Treasurer's Report

- Julia motioned to approve \$12,000 in additional expenditures for Studio D.
- Sophia seconds - BOD approved.

#### ED Report

- Accomplishments during Cyrene's Tenure as Executive Director
  - Social Media increases
    - FB from 900 in 2020 to 4,800 today
    - Insta just over 200 in 2020 to 1,159 Followers
- Monthly Monument Members
  - Increased from \$17K annually in 2019 to \$28K annually in 2022
  - Underwriting Increased
  - From \$71,600 in 2019 to \$111,600 in 2022
- Radio Room

- Gains in income and ticket sales in 2022 from going completely dark in 2020 due to the pandemic.
- Radio Room:
  - 2019: \$23,703.00
  - 2020: \$5,514.00
  - 2021: \$7,331.00
  - 2022: \$18,323
- Special Events; Radio Daze, Golf Tournament
  - Increased income from \$3000 in 2019 to \$16,800 in 2022
- Studio D Construction
  - Organization and Maintenance of the building: making downstairs useful with a cafe and greenroom lounge, new lounge upstairs and office area in the same area.
- New Logo and consistent Brand: new website, brochures and collateral materials for marketing KAFM
- Created consistent slogan and best on air practices for all Show Hosts to improve awareness of KAFM to listeners.
- NPR Live Sessions via VuHaus Group for marketing on a national level
- Membership of Rocky Mountain Community Radio Coalition
- New KAFM App to increase our reach and footprint
- Increases of General Donations
  - From \$29,000 in 2019 to \$75,590 in 2022
- Member Drive
  - Has decreased from \$54,000 in 2019 to \$38,000 in 2022

#### Election of officers

- Sue Hayes, Board Treasurer, resigned due to work commitment
- Marianne asked current officers if they were willing to continue serving
  - Sophia elected to Secretary role
    - Unanimously voted in by BOD
  - Linda elected Vice President role
    - Unanimously voted in by BOD
  - Marianne nominated Julia for Treasurer position
    - Unanimously voted in by BOD

#### Review of Calendar

#### Bylaws Committee Report

Bylaws committee is making progress towards completion and hopes to have a draft ready for the work session in May.