



GVPRC Minutes
July 24, 2024

Call to Order 5:30 PM

Attending Board Members: Tami, Julia, Linda joined the meeting at 5:35

Welcome Dave Berry, Mark Tidd; Board of Directors Elect

Staff: Betty

Guest: Alan Walters

Approval of Minutes

Motion to approve June 26th minutes by All approve. (Linda not present)

Member Election Results

Board of Director Member election was deemed a success. The format of on-line voting and ballot voting allowed for wide participation. The Board will consider by-law changes that will make this part of the annual meeting cycle.

With the election finished, the Member Ad Hoc Committee is no longer needed and is dissolved. We thank the participants for their time and service.

Upcoming Scheduled Events

Suggested Date of July 31 at Goldenwoods Condos at Powderhorn was determined as too soon.

Board Orientation for new Directors

- August 7 at 5:30

Fall Annual Meeting

- Board Meeting October 23
- Officer Voting

ED Report

New Phone System installed

- Can answer the door from desk phones or the studio.

NFFS Share of Match for 2024 is ~\$300,000



Meeting with Joe K has the estimated Studio D operation live by Sept 1.

Western Slope Cowboy Gathering scheduled for Nov 1 and 2. KAFM is the bank and gets a donation for our efforts.

Katie is doing the logs; scheduling traffic. She is becoming an expert in the GLYDIS computer and Radio Work Flow.

With Robert Evans leaving, Betty is looking for someone from SNOB productions to replace him.

KAFM has upgraded our printer to be able to print in-house instead of out-sourcing

Betty is ready to send out a press release on her new ED position.

Radio Room has held 4 shows since the last Board meeting.

A.J. Fullerton is playing at Restoration Vineyards as a fundraiser for KAFM Aug 1. We are promoting ticket sales on-air.

Davis Starr will hold a release party and concert next year.

Grand River Live-In-The-Grapevines season has KAFM handling promotions and ticket sales for a percentage fee. We're not sponsoring any concerts.

Treasurer's Report

Betty is on budget for expenses, but we are underperforming on revenue.

Dave informally polled the programmers who confirmed that during drives a large percentage of funds comes from programmers' friends and family.

Betty is inviting non-profits to join KAFM during the fall drive for 10% of the gross during their designated promotion day. This is a Win/Win for KAFM to add listeners and for the non-profit to gain new community awareness.

Monthly membership is essential for meeting budget revenues. It may affect fund drive donations since members have already committed to financial support.

KAFM had 329 members from 7/15/2023 to 7/15/2024.

Grant Status

We have quotes for backup generator and Palisade transmitter \$17-\$18K

Radio Room in need up upgrades

- Gill Foundation Ask for \$7,000
- Anschutz Grant Underway



- Next50 grant ready for end to month submittal
- We have El Pomar and Gates Foundation scheduled for September

Radio Room Trainees. tabled

Committees

The newest Ad Hoc Committee suggested by the Directors is the Marketing Committee. Several ideas were floated with suggested outcomes.

- Increase listeners
- Katie would like to join the Parade of Lights in December this year with a float
- Market Radio Room on all events calendars
- Post Flyers, new printer is producing good copy
- Develop a rack card of shows as a handout at the Radio Room
 - Create a one line/paragraph of the band's style
 - Add a QR code on flyer so listeners can access their music
- Use Volunteers
- Betty has a format for the process of marketing shows

New Business. tabled

Community Input. None

Executive Session - *Personnel matters*

The Board met in executive session to discuss personnel pay structure. No motions or decisions were made. Future research is needed.

Julia left at 6:45

Next Board meeting; August 28, 2024

Meeting Adjourned 6:50 PM