



Grand Valley Public Radio Co, Inc.

Board Minutes

September 24th, 2025

Welcome guests. Please sign in to our guest register.

Please note the Public Comment section of the agenda.

Board Members Present: Linda Taylor: ☒ Mark Tidd: ☐ Tami King: ☒ Dave Berry: ☒

Will Raley: ☒ Craig Reid: ☒

Staff Present: Betty Ries: ☒

Guests: Katie Meyering, Sharon Petty, The Padre, Carol Rathburn(?)

Call to Order: 5:37

Business

1. Approval of the August 27 Board Minutes

- a. Craig made the Motion to approve minutes with suggested edits to Public Comment notes
- b. Second, Mark All in Favor
- c. Edits to Minutes: Public Comments:

Some Members have suggested a General meeting with all membership to lay out plans for KAFM's future. The Board discussed the events that we already hold where members can participate.

KAFM has an annual meeting that apparently does not convey where KAFM is going.

All Board meetings are open to the public unless it is an executive session or planning retreat.

Members want to Build confidence between members the staff, and Board. Apparently the Board and Staff need to be more forthcoming about our future. They don't know what is going on and how they can get answers about the state of CPB funding, closing the gap in funding and what is the plan.

The Board wants to have answers and a plan before holding an open forum with members. We are seeking information from CPB about any reporting requirement for 2026 and the state of music fees. The coordination of such an event would involve preparation, discussion on the facts as they are uncovered, the current fiscal challenges for KAFM and the capacity of the Staff and Board to plan such an event. The Reterat on October 7th is a step in this direction and will be part of the Board and Staff setting of goals for 2026.

Executive Director Financial Report

1. Year End Audit for 2024 completed and submitted
2. Underwriting 2025
 1. Cash YTD \$62,784, \$10,020 proposals out awaiting a response from clients



2. Trade YTD \$69,607
3. Radio Room Income and expenses
 1. Little income since July for RR
 2. Starting to review the staffing and expenses
 3. Concert sales are down across the board
 4. Rentals for private parties have boosted revenue.
 5. Have a discussion on the ways to create profit in the RR at the retreat
 6. Adjusted Income \$19,463 (tix/concession/donation)
 7. Expenses \$15,075. Net Profit \$4387
4. Grants
 1. Summer Radio Camp for next summer. Katie is working with Jessica. Due in November
 2. \$15k Sessions grant received for transmission back-up
 3. Final outlay of \$12,658 from CPB
 4. YTD \$45000+ in grants this year (excluding CPB funds)

Executive Director Station Report

1. KAFM events:
 - a. Radio Daze Sept. 27 noon-6 pm
 1. Beer and food donated.
 2. Cruisers supporting KAFM
 3. Returning to Edgewater Brewery (now Westco) in 2026. Incorporate a disc golf tournament with RD in 2026
 - b. Fall Drive Sept 12 to 19th Report
 1. Raised \$27,539 with an additional match of \$4k from Gill Foundation
 2. Added 36 new monument members for additional \$596 per month from the Spring Drive thru the Fall Drive. Currently we have 157 Monument Members with an additional 300 donors.
 3. Sunday Brunch made \$1251
 4. Mike Davenport photo exhibition made \$286
2. KAFM KAFE' remodel
 - a. On hold for now



- b. Could boost the revenue for the Radio Room to add catering
 - c. Looking into the Colorado enterprise tax credit application for donations.
- 3. Studio D
 - a. Joe is moving back to GJ and will be able to finish the project
- 4. New App is almost finished and uploaded. Mark has been testing it and made suggestions that Betty will look at before launch.

Treasurers Report: Sharon Petty

- 1. Update on QuickBooks cleanup and bookkeeping
 - 1. Jan 2025 did not get reconciled, started there. Started with the tax return for 2024 to see if can match QB. What was reported to IRS is what is reflected in the QB
- 2. Year to date Income and Expenses/ Statement of Financial position
 - 1. By Retreat on Oct 7th.

Committee Reports

- 1. Marketing/ Street Team
 - 1. Poster are still going out.
 - 2. Grande River was a good way to connect with people who were standing in line and talking about KAFM
 - 3. Restoration Vineyards/ Two Rivers concerts are a possible collaboration next year to promote KAFM cross marketing
 - 4. Porchella Oct 4, 4am-9pm; Dave and Mark reaching out to organizers
 - 5. Pickin' in the Rockies was not a large event per Mark.
 - 6. Put out a volunteer opportunity to help with marketing and computer posting
- 2. Fund Drive committee/ Party Animals not meeting anymore; suspended until further notice
- 3. Engagement Outreach
 - 1. List of community activities with Lions, Chambers of Commerce, RSVP,
- 4. Underwriting Leads Team
 - 1. Craig has turned leads into Betty for follow-up

Public Comments



Kudos to Betty for this drive being so inviting and a change over the last few years. Also, in recognition for all the other jobs she covers

New business

1. Set goals for 2026-2027 fundraising
2. Creating Advocacy Messaging for KAFM
 - a. Finalize letters/message to Members and community
 - Tami working on a letter using talking points with an ask; call to action
 - "850 people members at \$10 per month would cover our CPB Loss"
 - Members Newsletter to engage with KAFM but not informed about needs
 - We need to create friends asking friends to grow
 - b. Boilerplate statements for on-air promotion
 - c. Delivering data to shore up financial need
3. Grand Valley Gives/ Colorado Gives Dec. 9

Break 7:24

Executive Session:

- Staff support needs
- Retreat planning for October 7th
- 8:30 Mark made the motion to adjourn Will second. All Approved