

**KAFM Monthly Board Meeting
September 28, 2022, 5:30 p.m.
KAFM Radio Room**

| Board Member | Status | Board Member | Status |
|---------------------|---------------|---------------------|---------------|
| Marianne Griffin | P | | |
| Linda Callahan | P | | |
| Dan Geherin | P | | |
| Sophia Granfraniso | P | | |

Call to order: Marianne called the meeting to order at 5:34pm

Attendees: Cyrene, Alan, Linda

Audience Participation: Linda had a question about demographic & psychographic survey. She explained that she thought it would be helpful to the station and especially the programmers to know the audience that is listening to KAFM. She sought this information at a previous meeting and is curious if there has been any movement on that. No survey has been done but a workshop on that issue will be held during the RMCR conference in November. Linda believes there is or should be a database with emails captured. BOD will talk about strategies in marketing today. Cyrene will share more in her ED report regarding surveys and the lack of Nielson ratings for community radio stations.

Welcome and opening statement:

Board Members shared networking activities to benefit KAFM. Sophia shared she attended the Women in Business meeting at Incubator. Linda has shared out info with KAFM in the community any time she is able.

Approval of Minutes:

Sophia moves to approve July Minutes

Linda seconds

All approves

Linda motions to approve minutes

Sophia seconds

All approves

TREASURER REPORT

Sophia moves to accept treasurer report

Dan seconds

All in favor

ED REPORT

- RMCR Fall Conference - It is an opportunity for KAFM members, Board, and volunteers to learn about community radio from community radio professionals
 - Cyrene to Judy's earlier question on audience census. Getting audience data without any rating system is tough. Judy's question is more about psychographics - much more useful in media. The main types of psychographics are interests, activities, and opinions.
- Donations - sizeable donation from Marla Estate - still expecting two other donations. One donation was an IRA account. It was recommended by the accountant to cash it out.
- California state law will be requiring businesses to offer full time employees a retirement account and many states are following suit. This may be a requirement for Colorado employees at some point. Cyrene explained that access to such accounts may be required but will not require a business to fund it.
- Scheduled budget meeting with Gina to begin planning for 2023. Cyrene would like to make a plaque and name the room after Marla and Mr. Robinson.
- Radio Daze - sold 464 tickets / \$5700 revenue & \$1,100 expense for package. Received feedback that timing for the bands/show was not known. Input from the Board is that needs to be a little more fine tuned / tighten up production on the shows for Radio Daze.
- 2022 Board Retreat and Planning Meeting - Grand River Vineyard Board Retreat scheduled for Saturday, November 19th.
- CPB - \$88,982 will offset NFSS. Donations from Marla & Mr. Robinson will also. Another reason to cash out the accounts. Cyrene to still look at equipment for audit that will apply to NFSS. Keep eyes out for different ways to capitalize on artwork. No time limit on selling it, we could sell a piece at a time, but need to keep it in line with what it's valued at. Grand Junction may not be the market for this artwork. Cyrene was advised by appraiser to put it on ebay.

- Mary Mimosa Brunch - Dan suggests a solo performer. Linda suggests Faith Eliza.

ADDITIONAL

Linda shares about her conversation with Fred Bolton - started Sozo Foundation with a mission to help children with trauma and they also harvest honey. Produced 115 pints of honey. Would be good recognition for KAFM and Sozo Foundation - a lot of people would recognize it. \$15/jar, could be more.

Cyrene - two vehicles are community affairs & underwriting with radio station.

Marianne - Cross Orchards could be a good venue to sell / KAFM can be a conduit for information

Marianne: Fund Drive (Oct 21-28) - Need help with manning the phones. Any ideas on how to push for more monument memberships?

Dan suggests special premiums for members

- Marianne to contact for food donation for lunch & breakfast
- Linda to contact businesses - needed week before the 21st

Marianne would like to talk about some fundraising opportunities / what can we do that might be different?

- Monthly ad for events

- Potential to get shows added to Avalon marquee
- LED Sign in front of KAFM - not sure cost, but would like to add to budget for 2023.
- BOD starting individual campaign / BOD taking over golf tournament as a capital campaign - Sponsorship program dialed from last year, database list of all people approached. Would need to have a partner like Fruita Chamber. This year could partner with Latino Chamber. Sophia to update BOD on next Latino Chamber meeting.
- Need some education around member card benefits
- Judy mentions Mesa Theater has an act booked on the 21st, same day as Zombie Prom

Marianne adjourns the meeting at 6:56pm.

