

**GRAND VALLEY PUBLIC RADIO COMPANY, INC.  
BOARD MEETING AGENDA**

<b>Meeting Date:</b>	10/27/2021	<b>Location:</b>	KAFM	<b>Start Time:</b>	5:30 PM	<b>End Time:</b>	7:00 PM
<b>Attendees</b>							
P	Joe Gudorf (President)	P	Maria Rainsdon	P	Dan Geherin		
A	Steve Weseman (VP)	P	Lance Lewis	P	Cyrene Jagger – Executive Director		
P	Clinton Knorpp (Secretary)	A	Marianne Griffin				
A	Scott Burnham (Treasurer)	A	Nic Hansen				
<b>Board Meeting</b>							
<b>Agenda Topic</b>				<b>D/I*</b>	<b>Pre-read</b>	<b>Presenter</b>	<b>Duration</b>
<b>1. Call to Order/Agenda Review/Approve Sep Minutes</b>				D	Sep Minutes	<b>Steve or Scott</b>	<b>2 Min</b>
<b>2. Gina Tallman – Budget/Questions</b>				I	none	Gina	15 Min
<b>3. Sep Financials / Treasurers Report</b>				D	Sep Financials	Scott	10 Min
<b>4. ED Report</b>				I	ED Report	Cyrene	15-20 Min
<b>5. Website / Domain Discussion</b>				I	n/a	All	10-15 min
<b>6. Offsite/Strategic Planning</b>				I	n/a	All	10-15 min
<b>7. Adjourn</b>							

\* D - Decision I - Information

Gavel in at 5:45:

Gina from tallman and lots:

Gina and Cyrene did meet and things are looking good for budget but budget is not final.

They would like to do one or two full fledged member drives and a golf tournament

Want to increase underwriting for the next years budget.

Addition of a possible part time membership person.

No huge extra expenses and hopefully stabilizing the radio room for next year and beefing up the two fund drives because there is a very conservative budget for next year. Then there are two matching monument member drives.

**Tallman presentation:** \$15,000 in fall drive budgeted and 8K over in spring drive;

Golf tournament: there was an event for \$10,000 in the budget.

Talked about adding a part time membership director and everyone else payroll stay the same.

There are live sessions through NPR through a community nonprofit radio station called live sessions. Then there is sponsorship opportunities and there is structured payments allowed but its \$10,000 for the membership. This live sessions is a way to capture the radio room shows on video and then stream them on NPR website.

Gina: under budget by \$155,000 but \$188,000 is Covid CPB grant and if we take that out we are over by \$33,000.

Cyrene: looking to get more events in radio room.

Gina: she will use the 2019 numbers for budget for radio room revenue.

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Maria: there is some bounce back since covid but it may be still on the chopping block.

Gina: last year the budget committee went through line by line in a 3 hour meeting.

Joe: if we can get a copy of the preliminary budget for the off-site Nov. 13<sup>th</sup>. If Gina can give us a week before the Nov. 13<sup>th</sup> meeting so we can review.

Gina says she can do that.

Dan: move to approve the financials

Maria: seconds

Unanimous approval for September financials.

**ED report:** fall fund drive is looking good. Zombie prom did well but could have done better.

Offsite meeting suggestions: they have had it at US bank and the history museum; They have done pot luck and other things in years past.

Joe: sometimes we have planning sessions that are long and some that are shorter. 9-1 or 9-2 usually works pretty good.

Dan: Stokers stadium the upstairs, two rivers convention area:

Cyrene: she will get the board 3 different options in email.

Dan: fund drive. In the past we used to shut down gladis for the week of the fund drive.

Cyrene: says that it's already contracted for that week.

Dan: thinks she should reconsider; and it's the same as we do every week.

Betty: they used to not do underwriting but she does not think it makes a difference for people who are donating. It has made zero difference.

Dan's feeling is that it decreases listeners.

Betty disagrees and asks for data to support that.

Coach: they used to not read the cards for underwriting. Then when gladace was put in they have tried it both ways but if you don't play the underwriting that week then there is twice as much the next week or the week after. So they kept playing them and his feeling is that if we want to lose listeners we should turn the mics on and talk for 15 minutes. His opinion is if we talk less and play music with some short pitches for money then it will work better.

Maria: didn't know that zombie prom was coming and wishes she would have received more notification.

Cyrene: Mesa Theater was late on commitment but she will try and keep them up to speed in the future.

**Website domain:** Cyrene summary: on October 10<sup>th</sup> but not till October 11<sup>th</sup>. The email and domain was down and that began a pretty rushed look into it. As you can see on the ED report and in the documentation of the correspondence. Cyrene gives report regarding what happened. She has been working with a domain broker. The expiration for the old website is 2022. Kafmcommunityradio.org is the new website.

Maria: can we change everything over without losing money?

Joe: wants to find out the rebranding cost.

There is a long discussion about Mark the former ED and that he is still the registered agent and we are going to have to get that domain from him or wait it out.

Joe: clarify. Is the plan going with the new website no matter what and need to make sure that things are not falling through the cracks.

Cyrene: they are assuring the board that this will not happen again. They have gone through everything bank and other accounts to make sure that nothing is slipping through the cracks. Confirms that the only reason we are trying to get KAFMradio.org is to get a redirect to our new website.

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Cyrene: they pulled all the spots that mention the old website and changed them. They will need to change all the cards and several other things.

Joe agreed to go ahead and start talking with the domain broker and try to negotiate with Mark the former ED to get the domain back.

**Equipment list:** they are breaking down a studio in Steamboat Springs and it looks like we may get donated a bunch of stuff from that studio. Betty has had long discussions with Jo who is breaking down the studio and there are a bunch of boards that we can use for our boards. It would be an in-kind donation.

**List of existing equipment:** Betty: they are working on that and still formulating when things will wear out and what we have. They need more time to pull that manifest together.

Discussion of possibly handling it at the planning meeting for the board.

Maria: we should be doing this annually.

Cyrene: there are closets full of stuff and how detailed do we need to have the list?

December 31<sup>st</sup> as a deadline suggested by Cyrene. Joe agrees.

Need to talk about an emergency plan for bad things for the planning meeting that is on nov. 13<sup>th</sup>.

Adjourned