

## KAFM Board of Directors Meeting 5/26/2021

### Radio Room

#### Joe – Talking Points

- We need to update the bio's on the website, update info and headshot picture. Going to get bio's for new members or updates to Cyrene by Wednesday.
- Joe asked if everyone is getting a copy of the agenda and other documents at the board meeting. "Want to bring it up to have documents printed for everyone before they come in to for the meeting."
- Clinton – Says he is good with agenda being printed off before meeting. Nic and Scott agree. Cyrene agrees that agenda would be easy to print off before every meeting. Joe agrees we can print off agenda and then everyone else can be responsible for coming prepared with own documents.
- Joe- there is a conflict of interest form that needs to be signed within a week. Real signatures need to be signed and dropped off to station or bring to next board meeting. Cyrene said she has a few extra documents that can be signed in the station.

#### Treasurers report – Scott

- Wants to give a snapshot of where we are and where we are headed. \$85k reduction in accounts from April because of the mortgage paydown. 4% for next 10 years, amortized over next ten years, current at \$178,086. Looking good, no long term debt. One area of decline would be memberships and want to address that earlier rather than later. \$185k recent grant will not be recurring and if not for the grant, would be about same as last year. Scott made a comment that office expenses are a little higher than normal, not a huge number, but seems higher than should be. Cyrene affirmed that the marketing, office supplies, building repairs are bigger costs and there were larger costs that went into preparing for the spring member drive. Continued to talk about marketing costs that have increased this year. Scott – balance sheet looks good.
- Joe- Gina should prepare the NFFS for grant info and have in next financial report. Want to make sure we are on track for the \$400k to get the grant. Standard grant that we receive is excluded from counting towards \$400k. Don't include grant from CPB. It is his understanding that the large federal grant we received can't be used towards the \$400k.
- Cyrene – the grant is for stabilization due to pandemic and wants to figure out if it counts towards the income threshold.
- Joe- If we can include that, we are well on our way but wants to make sure. Going to check with Gina and need to check with CPB.

#### Executive Director Report- Cyrene

- Deferred revenue at \$73k and Ramone is on target for her goals. Society is starting to come back and seeing good production from her. She will also be applying for Grants in the coming months.
- Moved Ian to Music Director position. Also reached out to CMU for intern for front desk position.

- Made \$800 on Saturday for murder mystery. Only cost us \$100 to be here and net \$700 for first event back in radio room. Booking music acts out for the rest of the year. Looking to get a trip donated to us.
- Edgewater brewery is for sale and they current owners said they should still be able to have the event. AJ Fullerton has 111 tickets sold which is not as high as hoped but we would still make a profit if we had the concert today.
- Golf tournament coming up next week, we have 19 sponsors and 20-something teams sold out of 32. Silent auction is also looking to do well. Working with Jeff and Gina on audit.
- Dealing with some fraud stuff, had to shut down credit card and the bank caught it. 3 different unemployment claims regarding fraud.
- Power went down for about 3 hours on Sunday and for a few more hours on Monday. There might have been some bleed over from another market during the power outages. Another station might have been able to reach out signal area. Wants to look into backup generator. Also wants to talk about being an emergency radio station. Cyrene documents and keeps track of time when power goes out, they need to check levels in the tower. Possibly might be a grant out there for a generator if going to be an emergency radio channel. Might be another large grant through CPB for infrastructure improvements on radio equipment. Generator is something to look into, need to look at cost and grants available. Could be viable.
- Joe – has a couple questions over music director position. Was this position posted at all? Cyrene – was not posted but did talk to 2 volunteers and then made decision to hire from within. Not regulated to post jobs. Joe – has there been any communication to anyone who might be impacted with Ian in the new position including volunteers? Cyrene – no there has not been any communication sent out. Joe – may have had someone interested in that position and should be posting that and should be communicating with everyone that the position was hired. Trust Ian is going to do a great job for us.
- Joe- what is time frame to get back to live music in radio room? Cyrene – trying to reach out to people to make it happen. Open for business right now in radio room but do not have any bands confirmed as of now. Joe – with restrictions, can we start booking? Cyrene – no restrictions at all. Joe- are we going to have bands at golf tournament? Cyrene – 5 different bands at golf tournament.
- Cyrene – Lance asked if we could reschedule board orientation. Might be 9<sup>th</sup> or 12<sup>th</sup> of June. If Ginger is available, we can do one of those dates and get it done. Joe- will send an email out.
- Lance – want to get executive monetary committee this next month. Cyrene - Take a look at executive documents and go over checklist. Joe- it is the public file that anyone can look at any time. Cyrene – just wants to clarify, there is another SEC public file requirement to be filed online on a consistent basis.

### **Approval of April Minutes**

- We have a quorum -Nic, Steve, Scott, Lance, and Joe, and we are a current quorum to vote.
- Scott made a motion and Steve 2<sup>nd</sup>
- Decision: Unanimous

### **Memberships**

- Joe – wants a general update on memberships

- Cyrene – gave membership report to present board members. Almost at \$18k generated through spring drive, 69 new members, and document outlines current membership numbers. New monument members is 35. Gives credit for new marketing and outreach. On air drives are kind of “sliding back” a little bit. All money goes into click and pledge no matter where it comes from, which they worked on implementing the last year. If monthly donors cards change, team should be reaching out and making sure cards are updated.
- We have quickbooks online. Trying to centralize where money is going, and concessions are going to be going straight into checking account. Only reason we didn’t reach out to members for the switchover were ones we didn’t have contact info for.
- Joe- for the drive, are we getting pledge letter out to current members? I haven’t got mine in at least a year and want to make sure we are reaching out to current members. Cyrene – 3 pledge letters have gone out and a lot of kickback has been coming. They have been working to clean up list. Recently, they sent out 2,400 and only 3 got kicked back. Thinks they made a lot of progress on it. Joe – maybe we have an email or phone number, and ahead of a drive, reach out to them and “thank you for supporting” and at least get updated information. Cyrene – there is preference to donate on the 15<sup>th</sup> or the 30<sup>th</sup>. We have increased 35 new monument members through this past drive. Touch points – whenever we can reach out to a member. Put together thank you notes and a KAFM card, level, and a thank you.

### **Programmer Issue**

- Cyrene – we have had an issue with board members who are programmers on the air. Have had a “do what I want, whatever I want” on the air. Cyrene told this board member we could not do that on the air. Cyrene wants a clear distinction between board duties and being on the air. Cyrene wants to gauge what is on the air and feels like she was in a bad position. They run features at the top of the hour, and this specific programmer spoke over a feature that was not okay. Cyrene said this board member said they would “go to the board” as if Cyrene would get in trouble. I followed protocol, there was a write up and a meeting.
- Joe – not defending, but any programmer that is a member could say “I will take this to the board.” Obviously the board member would not be a part of that decision if the situation was brought to the board. Just wanted to address this.
- Lance – the station belongs to the public and there is a problem with the “ownership” of the room and air time. Cyrene agreed.
- Joe- just loop us in so that we are aware and have a heads up of the situation.

### **Technology**

- Joe – last order of business, brief technology discussion. Cyrene, want to try WebX and want to bring up technology for any updates. Any technology that you foresee needed or is there wish list for different tech related items as we move into next fiscal year and want to stay current.
- Lance - What is the road map of where KAFM is going, and technology is a piece of that. As a programmer and former member of music bureau, definite things we can do to improve technology.
- Cyrene – want music bureau back, want more people joining in for music bureau but also being together. Back to tech, we did upgrade a lot of things. New underwriting software package, redid website. Would not mind entertaining app for KAFM, text marketing.

- Nic – says has a contact that does text marketing.
- Joe – Cyrene, start putting some things together for tech. Do we have an inventory of technology?
- Cyrene – want to put an equipment manifest together so that we can keep track of when things need to be replaced. Might need a studio board at some point in time.
- Joe – yes we need a record of our items and should keep track of everything, including all equipment not just tech. Cyrene start working towards this list. Joe- thinks possible volunteer survey – people who are using the equipment to ask for improvements. Also want to look at scheduling board retreat.
- Cyrene – might be good idea for board members to be added to NFCB list for automated messages. We have gotten a lot done regarding technology since she got here. Wants to buy an ipad for the station for meetings and concessions. If not ipad, something else. Might be opportunity to ask for a donation for one.
- Lance – thinks we are falling behind as far as streaming music from our own server. If got programmers all together, might have some ideas for tech improvements.

### **Retreat**

- Cyrene – if wanted to do retreat, when? Joe- would not be opposed to changing to earlier than the fall. Will send an email get feedback on moving the timing.
- Cyrene – would like to take a vacation this year. Thinking after radio days, might ask to step out for a week and a half (September).
- Going to vote on Dan next meeting.

Meeting Adjourned.