



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

<b>Meeting Date:</b>	11/25/2020	<b>Location:</b>	Zoom	<b>Start Time:</b>	5:32 PM	<b>End Time:</b>	6:57 PM
<b>Attendees</b>							
Z	Ginger Mitchell (President)	Z	Shea Bramer	Z	Cyrene Jagger (ED)		
Z	Joe Gudorf (VP)	Z	Stefanie Harville				
Z	Barry Barak (Secretary)	Z	Maria Rainsdon				
A	Harry Griff (Treasurer)	Z	Steve Weseman				

Z = Zoom; A = Absent

<b>Board Meeting Agenda</b>			
<b>Topic</b>	<b>Pre-read</b>	<b>Presenter(s)</b>	<b>Duration</b>
<b>1. Approval of October Minutes</b>	October Minutes	Barry	5 mins.
<b>2. Financials</b> <ul style="list-style-type: none"> <li>▪ YTD Financials</li> <li>▪ Approve Proposed 2021 Budget</li> </ul>	Financials Treasurer's Report Proposed 2021 Budget	Barry, Ginger	20 mins.
<b>3. Executive Director Report</b>	ED Report	Cyrene	15 mins.
<b>4. 2021 Goals Update</b> <ul style="list-style-type: none"> <li>▪ Studio D</li> <li>▪ Improve On-Air Programming</li> <li>▪ <b>Financial Growth &amp; Stability</b> <ul style="list-style-type: none"> <li>○ <b>Fundraising Plan Proposal</b></li> </ul> </li> <li>▪ On-Air News</li> <li>▪ Membership</li> </ul>	Fundraising Plan Proposal	Stefanie	30 mins.
<b>5. Board Recruitment</b>		Ginger	5 mins.
<b>6. Executive Session</b>			15 mins.

**Board Meeting Minutes**

**Call to Order:** Ginger gaveled in at 5:32 PM MDT. All parties were attending via Zoom.

**1. Approval of October Minutes**

- Motion to approve: Steve
- 2<sup>nd</sup>: Joe
- Vote: Unanimous approval

**2. Financials**

- YTD Financials
  - Harry distributed report prior to meeting. No concerns or comments voiced.



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- Approve Proposed 2021 Budget
  - Motion to approve: Joe
  - 2<sup>nd</sup>: Steve
  - Vote: Unanimous approval

### 3. Executive Director Report

- FCC renewal application submitted on Nov 19
- PPP loan forgiveness approved
- Ramona signed up two new clients
- \$1400 in new grants coming from Western Colorado Community Fdn
- Car donations continue to come in
- Joe asked that a grant summary be added to the monthly ED report
  - Summary to show grants applied for (with dates and amounts), pending, and received
- Q1 matching member drive moving from Jan to Feb
- Social media ramp-up & focus underway
  - Facebook growth: 1000 views in Jan 2020, 4300 in Nov 2020
  - Andrew improving look & accuracy of website
  - Twitter & Instagram - improving but need more work
  - Ginger asked how to turn social media views into membership
    - Shea & Cyrene to work together on this
  - Marketing efforts to be reviewed and enhanced

### 4. 2021 Goals Update - Financial Growth & Stability - Fundraising Plan Proposal

- Stefanie discussed the components and implementation of a successful fundraising plan
- Maria suggested the formation of a new BOD subcommittee devoted to fundraising
  - Subcomm to aid ED in donor identification, analysis, solicitation, and appreciation activities
  - Maria, Stefanie, Shea, and Ginger volunteered to serve on the subcommittee
  - Inaugural meeting to be held prior to Jan 2021 BOD meeting

### 5. Board Recruitment

- Ginger has recorded a BOD recruitment promo that is airing now
- Current BOD members are encouraged to recommend and recruit good candidates
- Backgrounds can vary, but individuals with legal and financial experience are desirable

### 6. Executive Session

- Invoked at 6:42 PM to discuss personnel and payroll expense related items
- Regular session reconvened at 6:56 PM

**Adjournment** – Ginger gavelled out at 6:57 PM MDT