



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

<b>Meeting Date:</b>	10/28/20	<b>Location:</b>	Radio Room/Zoom	<b>Start Time:</b>	5:35 PM	<b>End Time:</b>	8:17 PM
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**Attendees**

R	Ginger Mitchell (President)	A	Shea Bramer	R	Cyrene Jagger (ED)		
Z	Joe Gudorf (VP)	Z	Stefanie Harville	R	Jeff “ Coach” Shuldener		
R	Barry Barak (Secretary)	Z	Maria Rainsdon	R	Katie Meyering	R	Andrew Duff
R	Harry Griff (Treasurer)	R	Steve Weseman	R	Betty Ries	R	Eric Kelly

R = Radio Room; 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 September Minutes</b>	September Minutes	Barry	5 mins.
<b>2. Programming Schedule Discussion</b>			15 mins.
<b>3. Financials</b>	Financials Proposed 2021 Budget	Harry	30 mins.
<ul style="list-style-type: none"> <li>▪ YTD Financials</li> <li>▪ Proposed 2021 Budget</li> </ul>			
<b>4. Executive Director Report</b>	ED Report	Cyrene	10 mins.
<b>5. 2021 Goals Update</b>	2021 Goals Fundraising Plan Proposal	Ginger, Stefanie, et al	20 mins.
<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>			
<b>6. Board Recruitment</b>		Ginger	10 mins.
<b>7. Executive Session</b>		All	30 mins.

**Board Meeting Minutes**

**Call to Order:** Ginger gaveled in at 5:35 PM MDT. Members were attending in-person and via Zoom.

**1. Approval of September Minutes**

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



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**2. Programming Schedule Discussion**

- Cyrene stated the goal is to safely get back to live on-air programming every day
  - Staff continuing 2-week review of on-air status
  - Employing a written contact tracing form for those who enter the building
  - Signs posted to wear masks while at the station
  - Met with Mesa County Health Dept director Jeff Kuhr on 10/27 who:
    - Commended above efforts
    - Said we would not have shut down completely if someone does contract Covid
- Cyrene said staff is recording warm programmer-voice spots to air on automated programming days
- Harry pressed for daily live on-air programmers and music, stating that "is the heart of what KAFM is"
- Maria suggested switching studios between shows (utilizing production booth and Studio D)
- Coach emphasized that we are still delivering a very good product
- Betty referenced CAB commentary that the music and sound is fine, both live and automated
- Katie said that some programmers are pulling back out of fear of Covid transmission
  - Suggested doing a survey to fully assess programmer attitude and willingness to go live daily
- \*\* Board agreed and directed Katie to survey programmers regarding:
  - the "sound" of the automated programming vs live programming
  - their willingness to come in and do shows in order to achieve full-time live programming
  - their thoughts on KAFM pandemic procedures
- Talked about the possibility of staff working remotely
- Stefanie recommended inviting County Health Dept representatives to consult, advise, and comment on:
  - current pandemic procedures
  - ways of getting to full-time live on-air status

**3. Financials**

- YTD Financials
  - Harry reviewed his previously submitted report
    - Windfall CPB monies of \$140K should carry us through the next 12 months
    - Advocated bolstering income streams
  - Big expense HVAC expense anticipated in 2021 – est \$15K
    - Cyrene to submit grant request to Lions Club for this need
  - Will CPB allow inclusion of volunteer hrs/pay in determining whether we hit qualifying levels?
    - Check directly with CPB to find out
- Proposed 2021 Budget
  - Full Board discussion
    - Key issues:
      - Membership
      - Underwriting
  - General acceptance of proposal by the Board
    - Financial subgroup meeting to fine tune payroll section prior to Nov BOD Meeting
      - Harry, Ginger, Cyrene, Barry
- \*\* Special note regarding previous Action Item of "Mortgage re-filing/interest rate reduction"
  - Joe has spoken with Scott at Alpine Bank and we are now in queue for review
    - Potential for waiver of closing costs



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**4. Executive Director Report**

- See Section 2 above
- PPP forgiveness documents have been submitted
- Fall fund drive
  - \$5K in donations pledged
  - Board concerns expressed about lack of programmer awareness and participation
  - Board concerns expressed about lower than hoped for \$\$ yield
  - Ginger requested debrief with Board to discuss ways to recoup fund drive energy
- FCC License Renewal is due at the end of November
  - Priority focus for Cyrene

**5. 2021 Goals Update - Financial Growth & Stability - Fundraising Plan Proposal**

- Postponed to November meeting to allow more time for Stefanie to present and BOD to focus

**6. Board Recruitment**

- Ginger spoke to the need to recruit candidates for the 2021 election
  - The terms of several current members will be ending next April
- Ginger will create on-air spots to cast a wider net for Board member recruitment
- Ginger looked to current members – new & old – to be prepared and willing to take on bigger roles

**7. Executive Session**

- Not invoked

**Adjournment** – Ginger gaveled out at 8:17 PM MDT