



**Grand Valley Public Radio Co, Inc.**

**Minutes**

March 26, 2025

Welcome guests. Please note the Public Comment section. We welcome you to share your thoughts and concerns at that time and limit comments to 3 minutes.

We respectfully ask that you observe, take notes, and hold questions and comments until then.

Thank you!

Board Members Present: Linda Taylor: \_X\_ Mark Tidd: \_X\_ Tami King: \_X\_, Dave Berry: \_X\_

Will Raley: \_X\_ Craig Reid: \_O\_

Staff Present: Betty Ries: \_X\_ Katie Meyering \_X\_

Guest Alan Waters

Call to Order: 5:38 PM

1. Approval of the February 26 Working Board Minutes
  - a. Motion to approve Will , Mark Sec, All Approve
2. Next Board Meeting, April 23rd

**Executive Director Financial Report**

1. Year End Budget for 2024
  - a. 2024 figures will need to be finalized and presented to the Board
2. 2025 Budget Draft for Board Approval
  - a. Tabled until the 2024 final figures are reconciled and presented
3. Year to Date Financials 1/1/25-2/28/25
  - a. March month to date presented for Board review

Betty will send finalized 2024 budget figures for the Profit and Loss year to date and Budget vs. actual. An estimate of the NFFS final match is also requested.

**Executive Director Station Report**

1. Spring Drive Highlights: starts April 4<sup>th</sup>.
  - a. Need omelet cooks
  - b. Donated Premiums: no liquor, donations of gift certificates OK
  - c. Daily Sign up for answering phones needed
  - d. \$25,000 goal for the month



- e. Phone Station has been streamlined and tested by CommWest
- f. Direct mailer and email blasts
- 2. Studio D
  - a. Built Gladas 2 and ready to install Sat, March 29
  - b. Installed Ethernet and phone lines
  - c. Moving forward with phone lines and ethernet cables
  - d. The Board suggested a Ribbon cutting, tour, and photo op when all work is finished
- 3. Battery Backup failed 3/25 and will be replaced (\$700). Demonstrates a need for UpToDate systems and equipment. We can seek capital grants for replacements.
- 4. Preliminary app for Streaming being developed by Public Media Contract as part of our contract.
- 5. Grants
  - a. Targeting backup generator (4)
  - b. Operations (6)
  - c. Signage (Sessions Grant)
  - d. Studio D (2)
- 6. CSG 1<sup>st</sup> Payment \$80,493.00
- 7. Underwriting in Trade and Cash are moving forward.

#### Committee Reports

- 1. Dave: with Marketing/ Street Team
  - a. Brochure draft and business cards ready for final approval. A few tweaks are needed.
  - b. The Session's grant is ready. The date for submission is next month. Betty will check if Ramona has submitted the final draft
  - c. The suggested marketing Yard signs at \$4-5 each with 50 ordered. Proposal to send a request for financial support thru the volunteer newsletter for purchasing single Yard signs. Wait until after the Spring fund drive. April/May timeframe
  - d. Mark will approach Xcel administrator for Xcel Energy Foundation application
  - e. Handout on ideas from the committee included with minutes.
- 2. Mark: with Fund Drive committee/ Party Animals
  - a. Katie is running with the fund Drive Committee ideas
  - b. Party Animals will reconvene after the Drive for the Beacon Fest, Betty will get a banner for the table.



3. Linda: with Grant writing/ Administration/ Speakers Bureau
  - a. Developed a list of events for chamber events for the vols and staff to attend. Will follow up with the Speakers bureau.
  - b. Researching grants through the IRS 990's on the size and scope for giving per foundation.
4. Will volunteered to join Betty at 9 am on Sat 3/29 for the Studio D if his schedule allows.
5. Unassigned: *Volunteer Groups: Volunteer Coordination, and Social Media*
  - a. Linda will email members that have not been contacted to volunteer and assure them of KAFM's interest in their participation as these groups continue to form

#### Treasurer's Report Written report of the comparisons

1. The Budget for 2024 is not audited or reconciled. The P&L is needed to align the line items to get an estimate of the final revenues and expenses.
2. Comparison of 2024 and 2025 Budget
  - a. The 2025 draft is more conservative than the first draft.
  - b. The theory in the 2025 budget rests on increased revenue over flat and decreased expenditures. Review of this year is not possible without an approved budget to align against.

Send out 2024 Budget when prepped for an Approval Vote by mail

NFFS is not available 2024 YTD

Unaware of any letters from CPB on probationary status

#### Underwriting

Working on a trade with the Daily Sentinel for a half page ad in the Welcome packet

#### Old Business

1. Accounting Firm contacts and responses.
  - a. One response from Dalby, Wendland and Co.
2. Advocacy update
  - a. If KAFM receives a letter of defunding, it can market the truth of our situation.
3. 2025 NFCB Conference recording and Membership; benefits available to KAFM Board and staff
4. Community Advisory Board member outreach



- a. A new member has joined the CAB. A review of the rules does not preclude program volunteers from serving.
  - b. Printout from CPB distributed with these minutes for backup information.
5. Newsletter
  - a. The first edition is ready for publishing.
6. Shirts for the Spring drive are from existing stock. New shirts were too expensive.

#### New business

1. March 3<sup>rd</sup> opening registration for NFCB Conference (\$450 early vs \$675)
  - a. The total outlay for the three-day conference is roughly \$1000.
2. Bud's sign proposal
  - a. Mark has the sign proposal for the marquee is \$23,540 from Bud's Sign. The Sessions Grant may not fit the cost for the Marquee.
3. Board Officer elections May 28. We may need to reevaluate if we lack Board members
4. Board Manual Table of Contents and Underwriting Chapters (7) Index distributed.
5. Attendance at Chamber or other public events: A list of monthly events will be distributed for volunteers and supporters to consider to build knowledge of KAFM. KAFM cannot reimburse any costs associated with outreach.
6. Plan "B" is we lose CPB funding within 2 years.
  - a. Offer Estate planning for the programmers and donors to consider KAFM in their wills
  - b. Becoming free of the CPB restrictions can allow KAFM to broaden our underwriters.
  - c. Market underwriting to concert venues outside of Mesa County (Big B's in Hotchkiss.)
7. Dennis Simpson termed off City Council, Maybe a possible Board Member.

Public Comments none

Executive Session none

Adjourn 8:15 Motion to Adjourn Linda

All in favor