



GRAND VALLEY PUBLIC RADIO COMPANY, INC.
BOARD OF DIRECTORS
May 11, 2017 – Minutes

The KAFM Board of Directors meets the second Thursday of every month. Board meetings are open to the public, and we encourage listeners and community members to attend.

Board Members Present: Barbara Butler, President; Ginger Mitchell, Vice President; Paula DeGroat, Treasurer; Jenn Clark; Harry Griff; Marsha Kosteva; Cliff Sprinkle

Absent: Joe Gudorf

Others: Station Executive Director, Ramona Winkler

Call to Order: 5:30 pm, KAFM Radio Room, President Barbara Butler

Question for any changes to the agenda. Discussion as to whether Item 4: Proposed Process for ED Performance Review should excuse ED; not at this time. No changes to the agenda.

1. Approval of Minutes: April 19, 2017 Annual Member Meeting & Board Meeting. Marsha moved to approve the minutes for the April 19, 2017, Annual Member Meeting and Board Meeting with the correction to the heading for *Minutes* versus *Agenda*. Jenn seconded the motion. Approved unanimously
2. Election of New Officers: Barb announced that Cliff Sprinkle had agreed to take on the position of Treasurer. The proposed slate of new officers was presented:

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|-----------------|-----------------|
| President: | Joe Gudorf |
| Vice President: | Ginger Mitchell |
| Secretary: | Paula DeGroat |
| Treasurer: | Cliff Sprinkle |

Harry Griff moved to approve the proposed slate of officers. Ginger Mitchell 2nd the motion. The proposed slate was accepted unanimously.

Thank you's all around for the new officers as well as for the out-going President, Barbara Butler and the service and guidance she has provided.

There was a discussion regarding the terms of the current members, whether they are board appointed or member appointed, and what do we feel should be the skillset we focus on for new members. Both Cliff & Harry offer the institutional memory to keep the Board grounded and directed by the mission. Fundraising and connections within the community would be a desired asset of any new board member.

3. Re-set of Board Committees:

Barb discussed the need of a change on any of the committees with the new officers in place. This is usually reviewed at the annual retreat, but if Joe sees a different fit, or a new member would work well on one committee versus another, it will be determined at that time. Barb offered to swap committees with Joe as he takes on the president role; specifically Membership & Engagement.

4. Proposed Process for ED Performance Review:

Ginger reviewed the guidelines and timeline of the ED Review Process so that we were all on the same page. The timeline will allow for Ginger & Ramona to update the job description as needed and share with the Board for approval. Then the appraisal document will be distributed for completion. The consolidated input will be reviewed at the July Board meeting, and discussion with Ramona completed by the first of August.

5. Financials & ED Report:

Ramona updated the Board on the status of the 2016 audit. It is scheduled to be completed by May 15th so that the CPB report can be completed by the end of May.

Joe had prepared his analysis of the April Financials and we reviewed in his absence. Ramona also discussed the various line item discrepancies that the Finance Committee had questioned along with the responses Pattie (the bookkeeper) had submitted. April Underwriting is low due to the Spring Drive, but new underwriters are coming on board. Still some confusion on the Member -v- Volunteer appreciation expense; related to CPB recognition, etc.

The NFFS report was discussed and Ramona is confident that the 4-month total is a good indicator for the achieving the annualized requirement, even with the heavy trade portion at this time.

The Board discussed that the greatest area of growth potential is in Underwriting and requested an up to date list of underwriters to know who we *don't* have signed up. Is there a "wish list" of businesses Ramona would like to have signed up? Hotels, Downtown Development Authority membership, others? Prospect List?

Ramona announced an Underwriter Cocktail Hour/Social Thank-you party scheduled for June 7th from 4:30-6:30. Current UWs are asked to bring someone new to KAFM.

Additional ED report items:

NFCB conference in Denver in July, Ramona & Betty will be attending and Ramona has been asked to speak – on the budgeting process.

Secretary of State approval for the Raffle is in process. \$5K of prizes are in hand. Special Global Re-think being used to see where we are being heard. Website & social media/Facebook are getting clicks from all over the world.

Coach has established us on Radio Free America where programmers can put up their Bio and have their shows heard there for up to two weeks after live stream. There is a new volunteer helping to look for grants and work on the narrative. Radio Room active with the Eleanor Roosevelt sell out & the Salon discussions. Ramona reviewed a full calendar of activities through the summer that KAFM will be involved with, both at the station and around the area (Palisade festivals, Riverfront concerts, etc) Would be good to have all these listed on the website calendar.

6. Committee Reports:

No significant activity since the annual meeting. Membership & Engagement are continuing to work on initiatives in addition to the UW social hour

7. Other Business & Good of the Order:

Ginger discussed a "Representatives" meeting that RSVP, Grey Gourmet, Foster Grand Parents and several other non-profits are holding to stress the needs of the community that will be eliminated with the current proposed national budget. The station sent a mailing that was approved at the previous meeting that touched on this. Some concern with over-saturating the donors with asks, but to focus instead on community involvement.

8. Adjournment:

Meeting was adjourned at 6:50 pm