

KPTZ Board Meeting 8/5/14

In Attendance: Colin Foden, Larry Stein, Steve Shapiro, Mari Mullen, Jacqueline Mention, Kathy Stafford, Nora Petrich

Absent: Larry Dennison

Jacqueline will send revised minutes to the board for final approval before posting to the web.

Underwriting:

Great news! Kim Jons brought in \$3200. On Friday she produced a report. Has made many contacts and is quickly turning things around. Her target is to make long term commitments with our underwriters. Annual sales and multi-year sales. Also not averse to bringing in other salespeople.

Finances:

Looking rosy. At the end of August we'll have \$7,913. From that point on if we keep on budget we'll be fine for the rest of the year. Volunteer hours: 4,962 hours.

We have until the end of the year to decide whether we're sending the satellite back to NPR Content Depot. Deferring our decision until then. Mike Carroll, our Rivendell "guru," is looking into how we could best use that system.

WELCOME BACK, KATHY!

Board Development:

Moving into a new phase of the board. Discussion of whether the meetings should move to once a month, have timed agendas, should include the strategic plan in every meeting? Should the Board President continue to compile the agenda? Should that move to the Secretary? Minutes should only record decisions plus who firsts and seconds each decision. Will record each meeting's audio so we have record of discussions. Should include the mission at the top of each meeting's minutes.

We should better identify committees and who is on them. Committee review: marketing, board development, fundraising, emergency preparedness, and executive committees. Ad hoc committees: annual event committee, fund drive, facilities committee, rhody parade.

We will continue publishing the minutes online. Next month we can set an annual calendar. The retreat is fast-approaching. Make the last item on the meeting's agenda a review of the strategic goals.

Board Development Committee will meet again soon.

Operational business:

Bric-links are currently on sale. We will purchase them, as we budgeted for them.

Had our tower inspection. A bit of rust going on but nothing too serious. We need to be cleaning underneath the guy wires.

Marketing:

need to get reminders out to djs to get consistent feeds of what's new. Could add tossed salad and book lovers cafe to our flagship programs.
summer newsletter will go out August 15th.
Larry Dennison could join the marketing committee.
Nora will order more of the bumper stickers.

Fundraising:

The Floating Otis kick-off party will take place at the Elks on October 24th. Fundraising through beer garden and ticket sales.
Its proximity to the on-air fund drive is a slight cause for concern. Important to keep the two committees separate.

Larry has to be gone for the 12 days leading up to the fund drive. He'll have to do his work ahead of time. Fund drive is 27th of October to the 1st of November. Nora feels that with what was put in place from the last drive and from shadowing Kris she is prepared to head up the scheduling. Kim Jons is a potential leader. Also Robert Ambrose has been identified as a potential leader. Fund drive committee should meet next week to get on top of this. The length of the drive is discussed. Looking at starting on a Monday but only pitching until 6pm.

Jacqueline will send an email to DJs asking if they will walk with us during the uptown street fair on August 16th.

Partnerships with Foundations:

We want to come up with something to offer to them to more proactively partner with them for mutual promotion. This would promote us further as being a community asset. This will be discussed in the Marketing Committee meeting next week.

Mike Schlechsler says we need a turn table in the production room. Will cost \$750 to \$800. We have \$750 in the budget for this. Colin suggests we prioritize our equipment needs and reevaluate it at the end of the year.

Programming:

half way through live remote season. successful but typically chaotic. a whole new crew of people is trained to handle this, which is great. Zeroing in on broadcasting the concert on the dock on Thursday the 21st. We'll pull this off with the use of Bill's microwave system. Bill and Larry will go out next week and test it to make sure it works. We'll do 6 to 7pm and then interview band members and Ichikawa sister city students during the 6:30 break. Liz P will host with someone else.

Centrum broadcast feed this year was not ideal. The feed they give us is raw. We will meet with Steve Best to see how to solve this problem for next year.

Wooden Boat festival remote coming up, as well as the Film Festival. Then the kick-off party will be the final remote of the year.

Live Wire is sounding good and giving us "radio cred" due to the PRI label.

A good chance that Steve Scherr and Robert Horton may do their film chat on our station. We could coordinate it with films showing at the Rose. Similarly, Colin may highlight operas being show at the Rose with his Opera Show.

Luke Burbank wants to do a little show with his daughter.

City Commons:

Meeting on August 7th with Rick Zepler for an update. We got a call from the City on behalf of the auditors to see how we've fulfilled our contract with them. We supplied them with 2 years of FCC mandated Quarterly Issues Reports. They stated that this should greatly help them fill this requirement for the current audit of the City.

Emergency Preparedness:

Rotary Grant—\$500 cannot go towards the bricks. There is quite a bit of equipment needed. Steve has a list of our needs for a secondary studio. At the next Emergency meeting they will compile a list of how to use that money. Once we make a decision, a thank you letter will be mailed to Rotary. August 17th we have the All County Picnic. Jacqueline will have SOS print one more of our Jefferson Transit posters printed for the event.

Should be a requirement that our Day Managers—or perhaps DJs—sign up for NIXLE.

Staffing:

Strategic Goal to maximize and retain our volunteer staff. People are burning out and everything is falling on the shoulders of Larry and Nora. This problem needs solving. We need to make sure that we have two people in the station at all times. Having a receptionist solves some the problem. Colin suggests we create a group that is committed to solving this staffing problem. Kathy suggests Americorps (or a similar organization) could be a great solution to this. Mari suggests we examine other stations like ours and see how they handled this problem when they came to it.

Jacqueline motions to hire a Development Director. Steve and Mari second the motion. A subcommittee needs to be formed to come up with a plan for how to fund and hire this position. Steve pushes for the subcommittee to pose a plan by October 1st. The board agrees.

Next Meeting: September 9th at 9:00am

after that: October 7th, November 4th, December 2nd.