

Present: Dan Joseph, Mercedes Macias, Rob Davidson, Paul O'Rourke-Babb, Bobbi Tryon, Jeanne Trizzino, Steve O'Bryan, Jim McCollough, Robert Jones, Tom Leonardi, LeAnn Cooley

Absent: Courtney Farrell

Staff: Rick Anderson, Grant Parks, Ray Laager

Guests: None

1. Meeting Opening:

1.1 Call to Order/Welcome: The meeting was called to order by Dan at 6:01 PM.

1.2 Amend/Approve Agenda: Entered as submitted.

1.3 Amend/Approve Minutes: Corrections to the March minutes were addressed. **Motion by Rob to approve the March 12, 2019 minutes with corrections. Second by Paul. Unanimous.**

2. Announcements/ Reports:

2.1 Announcements:

Dan: Thank you to the staff for a successful pledge drive. Another thank you to those who volunteered at the Tim Bluhm show.

2.2 Staff Reports:

2.2 1 General Manager, Rick:

Tim Bluhm was a great show and made money. Steve Poltz went well. Robbie Fulks did not.

Dead Man's Whiskey, April 19. Steve Graves, April 25. Poor Man's Whiskey, May 10. Kaleo Phillips, May 15. James McMurtry and Steve Earl both coming in August.

Rick brought up the possibility of holding an event at the Paradise Performing Arts Center. Maybe James McMurtry or Steve Earl. Tom suggested donating part of the proceeds toward Camp Fire relief. To be revisited.

Rick would like to have a meaningful food and blanket drive in November before Thanksgiving. Perhaps partner with another non-profit organization.

Appreciation Dinner at Farm Star Pizza, April 14.

Pledge Drive ran very smoothly and was a big success. We went over our goal. There were high quality donations for premiums.

Nielsen rating findings shows the station is doing very well. We have a nice average share and we are up from 700 to 1000 listeners per quarter hour. Weekly cum in persons is about 16,000. Ratings cover a 10-week period. We are a 45 plus radio station; 57% female, 43% male. Hour by hour data is available upon request. Peak is between 1:00-4:00 PM with the highest being 1:00-2:00 PM on Tuesdays. In regard to public affairs programming, Amy Goodwin shows a steady 2000 daily listeners. However, it begins to go down between 5:00-7:00 PM. Saturday mornings are a little light but picks up between 3:00-4:00 PM. Sunday is about the same. Findings are based on 34-45 returned diaries out of 1,000 meaning the ratings are sliced pretty thin. Weekly listener number is probably more realistic than hourly. Our numbers have steadily increased the

last few years which is largely due to programmers saying the call letters, back sells and pitching online programming.

Weather forecast will begin this week.

2.2.2 Office Manager, Grant:

Pledge Drive pledges amounted to \$56,100 with a 90% return rate. There is office work remaining and any help would be appreciated. Some premiums are still on order.

The March event analysis has not been reconciled yet. The cash envelope was explained by Dan.

Donor stewardship letters are being sent out. Grant kept all the returns so he can update the donor database.

Grant has been working with the Orion who is doing a podcast. He offered the station's production room for recording the podcast in return for mentioning us as an in-credit and also to mention us on all their social media accounts.

The Board Policy Manual in regard to the monthly calendar of stuff the Board needs to do was revisited. Grant charged the Board with the task of deciding what they want to do as a body. Bobbi thinks it might be time to look at committee membership. The calendar shows the time frame for Board member terms. Discussion ensued about the make up of the current board and elections. Members who are terming out need to go through the election process if they want to stay on the board. Rob's term is up and he wants another term but he has to be gone January to June 2020. There was discussion about leaves of absences.. According to the bylaws there is no stipulation for allowing leaves of absence. To be revisited.

2.2.3 Underwriting Report, Ray:

This report includes all Underwriting activity for March 2019, involving 23 contracts: 12 renewals of existing accounts and 11 new or returning accounts; totaling \$10,296.00. Underwriting activity for March 2018 was \$9,550.00. March 2019 saw an increase of 7%, compared to 2018. Trade, Sponsorship and House accounts are not included in the monthly totals.

During the month of March I continued soliciting "Thank You Gifts" for the Spring Pledge. I was able to acquire 88 donations, with a total value of \$5,569.00 from local business. I also solicited lunch for our phone banking crew for 6 days and secured pastries and coffee for the morning crew for 8 days. In March, I also began working with our new bookkeeper, Dolly Wendel of Payroll Plus to update and review the Underwriting payment systems. Met with Steve Scarborough from the Program, who will review underwriting messages before posting. We also raised the cost on a one month underwriting from \$100.00 to \$125.00.

Trade Accounts

Cartridge World	\$1,200.00	Chico Women's Club	\$1,200.00
Harrison, Daily, Wright	\$2,400.00	Chico News & Review	\$5,712.00
I.D. International	\$1,200.00	The Printed Image	\$5,400.00
Mt. Shasta Spring Water	\$1,200.00	BCAC.tv	\$1,200.00
Chico Velo	\$1,200.00	ARC of Butte Co.	\$1,200.00
Chico Chamber of Comm.	\$1,200.00	Paradise Audio	\$600.00
Banana Grape Stomp	\$1,200.00	Paradise Guild	\$600.00
Total	\$27,912.00	Center For The Arts	\$2,400.00

March Underwriters

3 Month & Short Term Contracts – Chico Perf. / Untamed \$400, Happy Hour \$400, Delfeayo Marsalis \$300, Dustbowl Revival \$\$400, Hodge's Nursery \$300, Miner's Foundry / Garcia Project \$150, Wildflower & Nature Festival \$150, Joe Schultz Law \$300 – Total \$2,400

.6 Month Contracts – Res Q Technology Solutions \$300, Square Deal Mattress \$600, Om Foods \$900, Chico Sports LTD \$432, Friends of the Arts \$432, Siphos Restaurant \$300, Petersen Tree Care \$432, Tres Hombres \$432, Madsen Properties \$300, Karen Lemcke Realtor \$600, and C and A Cleaning \$480– Total \$5,208

Annual Contracts – Momona Restaurant \$864, ARC \$864 and FRRPD \$960 – Total \$2,688.

New & Returning Underwriters

Meetings & Events

3/07/19 BNI Meeting

3/11/19 Meeting with Steve Scarborough to review Underwriting message

3/14/19 BNI Meeting

3/19/19 Staff Meeting

3/21/19 BNI Meeting

3/26/19 Meeting with Printed Image on Thank You Gifts

3/27/19 BNI Leadership Training

1/28/19 BNI Meeting

2.3 Treasurer Report, Jim:

The last complete reconciliation of KZFR data in Quickbooks is as of October 31, 2018. Bank statements are reconciled in Quickbooks through January 31, 2019.

As Bookkeeper transition continues, various issues remain:

- a. Invoice documentation requires review and update in order to reconcile Balance Sheet through end of January and after. Invoice documents are reportedly in the office and need to be provided to the Bookkeeper for each issue already identified.
- b. It is not known if 2018 Year End 1099's were issued. Station Manager has stated the documents were not issued. Bookkeeper is trying to resolve that issue with prior bookkeeper.
- c. Cash accounting and process requires resolution.
- d. Payroll process improvement and automated check writing processes are recommended by Bookkeeper. Resolution is being worked between Station Manager and Bookkeeper.
- e. Checking account should have machine generated check writing implemented for record permanence and process improvement.
- f. All bank accounts require signature verification/change. BOD action required.
- g. A locked filing cabinet is required to secure private information for employees and contractors and allow security for the Bookkeeper records.
- h. CPB Grant documentation and reporting requirements training are required for Bookkeeper.
- i. Other issues as identified during the transition.

The goal of the Bookkeeper is to assist the Station Manager and Office Manager and reduce their workload with respect to bookkeeping.

Currently the Bookkeeper is involved with 2018 tax day submissions and quarter end reporting with other clients. KZFR bookkeeping transition and work was put on hold because of the Pledge Drive. Work will now resume. The current plan is to resolve all issues and have QB and invoices up to date by the end of April. I recommend that the KZFR Executive Committee meet with the Station Manager and Bookkeeper within two weeks to discuss status of any open issues.

It is my opinion that all can be resolved with dedicated effort between the Station Manager and the Bookkeeper.

A Treasurer Report will be made to the BOD when the KZFR Bookkeeper states all data for the month or months subsequent to October 2018 are reconciled.

2.4 Committee Reports:

2.4.1 Program Committee: Rick reported the committee met April 1. Discussed weather forecast, the disclaimer and program reviews and programmer evaluations in general, Thom Hartmann S how, Nielsen ratings and diversifying the station. There were no programmer applications to review and there are no open slots at this point. Talked about Pacifica shows. There are several people in the process of being trained. A few have completed the training process and are currently subbing.

Bobbi said the committee discussed an actual matrix change to allow for Tom Hartman to be on air following Amy Goodman. Tom asked if maybe evening would be a better time to help boost listenership in the early evening which is a slow time. Grant asked if a syndicated commentary program would cut out locally produced shows. He also brought up the point that there are already open slots in the matrix to support news programming so why not use those times instead of changing the matrix.

2.4.2 CAB, Paul: Nothing to report. This item is to be removed from the monthly agenda and added as needed.

2.4.3 Fundraising Committee: Bobbi reported that donor letters were sent. The names of recipients should be corrected so their first name appears before last name. Lots of people said they did not receive their letters and one said he would have preferred receiving it by email. During pledge drive, Bobbi stressed the importance of obtaining callers email addresses for future appeals and also for newsletter send outs.

The auction is scheduled for July. Need to really push notifying the programmers about items they have for the sale as well as to listeners. Leah will see that the information is posted on the programmer Facebook page and the KZFR programmer page.

The committee continues to work on future events including Steve's bike idea and the pancake breakfast.

Paul reported that he dropped off a one page letter to Alexa at NVCF outlining why the station is worthy of a major donor campaign. Paul and Courtney have an appointment to meet with Alexa on Thursday.

3. Matters for Discussion:

3.1 BOD Self Evaluations: Bobbi shared Chico Natural Foods' Board self-evaluation. She recommended that KZFR Board members do this at least annually as a way to reflect on their participation. Members are receptive. Bobbi will send out the form to everyone on the Board.

3.2 Program Committee Bylaws: Bobbi asked for clarification on how to proceed with the changes to the Program Committee bylaws. She was of the opinion that there appears to be confusion of what to do next. Dan said it was his understanding that the issue was to be reviewed by the Executive Committee. Paul recalled the next step was to set a meeting for the Executive Committee to meet. Members agree to meet Wednesday, April 17, 6:00 at the station. Reminder that the meeting is open to anyone who cares to attend. Rob recommended creating an agenda to keep the meeting on track. Grant pointed out that the

main issue is deciding exactly how the program committee is going to put programs on the air and how the hierarchy is going to go rather than policy and procedural matters. Bobbi and Rob will draft an agenda and send out before the meeting.

4. Action Items: Bank/Credit Union/Financial Account Signatures:

Motion by Paul to update the required Executive Committee signatures on KZFR bank/credit union/financial accounts. Second by Rob. Unanimous.

5. Addendum: Mercedes asked if minutes could be sent out sooner. Ten days was asked and Olivia agreed. Suggestion was made by Tom that action items and motions be sent immediately. Mercedes suggested that it was something Courtney could do.
6. May Discussion/Action Items: None brought forward.

The meeting was adjourned at 7:55 PM.

Next meeting Tuesday, May 14, 2019 6:00 PM in the KZFR Conference Room.