Golden Valley Community Broadcasters, Inc.
KZFR Community Radio Board of Directors
BOARD MEETING MINUTES

Board Meeting Date: 11 January 2022
Location: Virtual Meeting
Commencement Time: 6:00 pm
Meeting Open- 6:00 pm/Meeting Closed 7:32pm

Present:
Six needed for quorum, defined as ‘majority of board of directors’ under Bylaws, Sec. 5.
Rob Davidson (Pres.)                Jeannie Trizzino
Karl Ory                           Paul O’Rourke-Babb
Eliane Silva (Lili)                Bobbi Tyron- arrived late
John Burge (Trea.)                 Elizabeth Daniels-Curry (Liz)- arrived late
Dan Joseph (Sec.)

Absent: Courtney Farrell (VP), Ray Laager (Underwriting Director)

Staff:
Grant Parks, General Manager
Leah McKean, Volunteer Coordinator

Guests:

1. Meeting Opening
1.1 Call to Order/ Begin Recording/Welcome/Attendance
1.2 Amend/Approve Agenda

Discussion:
No discussion.

Action:
Motion to approve agenda- Dan Joseph
Seconded- Lili Silva
Roll Call Vote:
Ayes: All
Noes: None
Abstain: None
Absent: Courtney Farrell

1.3 Amend/Approve Previous Minutes
1.3.1 December minutes were distributed via email.

Discussion:
No discussion.

Action:
Motion to accept December Minutes. - Paul O’Rourke-Babb
Seconded- Liz Daniels
Roll Call Vote:
Ayes: All
Noes: None
Abstain: None
Absent: Courtney Farrell

1.4 Public Input/Correspondence

Discussion:
--A musician that heard his music played on the air requested more airtime. Rob forwarded request to program committee; not a board issue.

1.5 Announcements

Discussion:
--Paul: Chicosol along with KIXE is showing a documentary regarding the border crisis on the 20th of this month that will include a Q+A session. More info at chicosol.org.

--Rob: Gerrymandering petition signatures due by Thursday, January 13th. Can stop by headquarters at 1431 Park Avenue, 10am-5pm. Leah asks about legalities of posting about the petition on KZFR’s social media platforms. As a non-profit, KZFR is not to take political stances but Leah comments that it’s only a call for signatures. Liz voices that she believes that we should
be able to share general voting information etc. Rob thinks that the political rules in the programmer’s handbook may apply (equal time given to other sides, etc.). Leah will do more research before posting anything political.

--Lili shares that on April 17th, there’s a fundraiser being held at the Women’s club. The organizers want to donate the bar funds to KZFR. Grant and Lili will coordinate.

2. Action Items

2.1 No action items.

3. Staff and Committee Updates

3.1 Staff Reports

3.1.1. GM Report- Grant Parks

--Submitted prior to meeting via email.

-- Rob asks about the CPB letter due on January 27th. The executive committee usually meets the Thursday before board meetings (upcoming February 3rd)- may need to meet before next scheduled meeting to review draft pending when Grant has one ready.

--Jeannie asks about completing year-end taxes mentioned in Grant’s report; Grant confirmed that it was referring to Form 990. She also asks about how we are doing in following our budgeting calendar for the year. We are behind on filing taxes for the year. We were granted an extension by IRS. Michael Wright will file. Grant also requested extension for CPB for our financial summary reports. Rob confirms that the goal for January based on the budget process document is to identify financial objectives for the following fiscal year but the taxes take precedence. Jeannie also suggests calendaring the Paypal transfers into the bank account as quarterly transfers into one of our checking or savings accounts. She appreciates Kyle’s reports on the issues with the transmitter.

--Paul asks how long the extension on taxes is. The deadline is February 13th for the FSR for the CPB and Grant will get back to Paul about the deadline for the Form 990.

3.1.2. Underwriting Report- Ray Laager

--Submitted prior to meeting. Ray was absent but any questions, comments, concerns can be directed to Ray.

3.1.3. Volunteer Coordinator Report- Leah McKean

--Submitted prior to meeting via email.

--Jeannie asks about the newsletters and if there’s any interest in testing different versions of the letter and differing levels of engagement, open rates, etc. Suggests one that is less graphic-heavy. Leah says open rates are good, but click rates are generally low. Usually they increase during pledge drive or special promos we run, etc. Will look into the issue.
Jeannie asks about Leah’s thoughts on renewing the Hootsuite.com subscription after April. We paid more than what Leah included in her report and discussion if including the analytics for est. $125/month would be worth it. Paul suggests that we include this in the list for budgetary items for this year. Leah will do some more research into this and will share the 2021 Year in Review from Hootsuite.com with the Board.

3.2 Treasurer’s Report- John Burge

--Submitted prior to meeting via email.

--John reviews report. Six months ended 12/31/2020-12/31/2021 (See attached report.)

--Revenues are up to date after prior deposits recorded.

--Fundraising revenues are negative. John asks Grant to look into where the fundraising revenues might be. Grant explains that we paid bands based on Eventbrite ticket sales prior to the Eventbrite ACH being deposited into the account (expected to be deposited this month). Some things may have been misclassified as well.

--Turned a profit for 6 months ending in December. It was mostly CPB funding and grants driving this.

--John noted large computer expenses. Grant confirmed that it stemmed from the purchase of 3 new workstations from Logiic for approx. $3,200 in December. John suggests that Grant discuss with Dolly categorizing these as an asset and depreciating these over 5 years.

--Jeannie suggests that we pull data from a “normal year” (i.e. 2019) to compare with this year for a better idea of the station’s financial health. Open to Grant’s/executive committee’s suggestions.

--Paul asks about the factors affecting the amount of car donations received, and how advertising can affect the number of donations received. Grant: This was one of our most successful years for car donations and there was increased advertising with Megan cycling through 3 car donations promos on air. The main factor is how good condition of a car is being donated. We received one of our largest car donations to date during the periods compared that was worth a couple of thousand alone.

3.3 Committee Reports

3.3.1. Executive Committee- Rob Davidson

-The committee met last Thursday. They’ve been working on documents for the upcoming GM review and updating the board schedule that is forthcoming. Will be meeting soon to go over the CPB letter due at end of the month.

3.3.2. Program Committee (PC) - Grant Parks

--PC report was sent out prior to meeting via email from December meeting; the next meeting is scheduled for coming Thursday, January 13th.
3.3.3. Community Advisory Board (CAB)-Rob Davidson
--Committee did not meet; scheduled to meet in January or February.

3.3.4. Fundraising Committee- Grant Parks
--Committee did not meet in December; next meeting scheduled for next Tuesday, January 18th at 5:30pm on Zoom.

3.3.5. Document Review Committee- Rob Davidson
--Committee did not meet. Next meeting scheduled for Thursday, January 27th 5-6 pm on Zoom.

3.3.6. News Department Committee- Leah McKean
--Committee had a meeting. It was decided that committee is going on hiatus until further notice.

3.3.7. Virtual Event Committee- Leah McKean
--Leah has been looking into our Youtube channel. Lots of videos of bands recording in the studio. Thinking of putting together a playlist of local bands who have played in our studio to create more traffic.

4. Matters for Discussion
4.1 COVID Concert Policy
--Continuing discussion from prior meeting.
--Grant would like to come to an agreement for a consistent policy that we can enact throughout the entire year. Already getting promoters inquiring about shows for later in November and early 2023 and to have a policy in place would help Grant in negotiations with promoters. At the exec meeting, it was discussed that he would like to have an official board-recognized policy on the website by the February meeting at the latest. Proposes coming up with an agreement at this meeting to vote on at the next meeting.
--Rob expresses that with the current spread of omicron variant, we should follow the strictest and safest public health policies. Would like to see us require proof of vaccination and follow indoor mask mandate.
--Leah points out that venue websites like Chico Performances and Grass Valley Center for the Arts state that everyone is required to wear masks regardless of vaccine status and to show proof within varying time frames (24 or 48 hrs). This seems to be the standard. She says that listeners are
confused on our policy; suggests we make a decision across the board.

--Dan believes that we should require proof of vaccine at the door- most effective. And a strong recommendation for masks indoors. All volunteers, staff, etc. need to wear masks.

--Bobbi points out that pandemic is ever-changing and proposes we come up with a strict policy but only for a certain time period subject to change; possibly for fiscal year (June or July). Grant thinks it would be good to build leniency into policy for change as the pandemic changes. The key: consistency.

--Jeannie is open to following Chico State/Chico Performances COVID event policies and changing our policies as they change. If we hold KZFR event, we should adhere to a policy. If it’s a partnership event, consider if we want to participate in that event. Leah adds that not requiring proof of vax made it difficult to find volunteers for the NYE show, a partnership show.

--Paul asks if we have N-95 masks to supply to guests at shows. We do have masks, but they are not N-95s.

--Grant talks about full KZFR events vs. sponsored KZFR events. There were discussions of having policies for each, but he feels that we should have one consistent policy. Would like to see us require proof of vax or negative PCR test within 48 hours and follow local public health guidelines for masking policy. Volunteers should be masked. Public would fall back to the local public health guidelines at the time of the event.

--Paul feels that a masks for everyone policy is best, and that masking is more important now with the transmissibility of the omicron variant.

--Bobbi motions to adopt Grant’s policy but with the time limit of the end of the fiscal year and then reassess. Paul seconds. Rob calls the vote. Results: 7 in favor, 1 opposed, 1 abstention. The motion succeeds and will become an action item in February board meeting.

--Lili feels that creating a policy for the remaining of the fiscal year is not a good idea. Feels that we can readjust as time goes on and the pandemic numbers change.

--Liz believes we need consistent policy, even if it’s subject to change.

--Dan thinks that having a policy could incentivize some people to go get their vaccines.

4.2 Matrix Proposal
--Program committee has not met, so Grant will relay any comments from prior and current board meeting during the next meeting on Thursday.

--Lili asks for a reminder of what the goal of the matrix is. It is to make sure we have time slots allocated to news and public affairs as well as youth programming (when available). Would allow us to have a solidified commitment to news and public affairs and youth programming. Upon approval of matrix, it does not change current programming schedule.

--Rob points out that the program schedule and matrix proposal are NOT the same document. The matrix would be a guiding document for the program schedule.

--Bobbi asks about getting programs from Pacifica, etc. when programming is not available.

--Paul says the challenge prior for the station is solidifying matrix as station policy. He appreciates Grant and the program committee for working on this. Syndicated programming until we have local people to fill those slots. Thinks it could be shared to the document review committee as well.

5. **Meeting Finalization**

5.1 **Review Items for next BOD Agenda:** COVID concert policy and matrix proposal will be discussion items for February BOD meeting.

5.2 **Meeting Close/Thank You**

Next meeting will be 8 February 2022 on Zoom.

6. **Meeting adjourned 7:32 p.m.**

Meeting minutes respectfully submitted by S. McCoy