

**Golden Valley Community Broadcasters, Inc.**  
**KZFR Community Radio Board of Directors**  
**February 25, 2020 (Rescheduled from February 11, 2020)**

**Board Meeting Minutes**

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**Meeting Opening:** Meeting called to order at 6pm

**Present:** Paul, Bobbi, Jeannie, Steve, Jim, Rob, Mercedes, Courtney

**Missing:** Sandra, LeAnn, Ray

**Agenda Addendums:**

- 3.4 Matters for Discussion - Public Affairs Programming
- 3.5 Matters for Discussion - Closure of the Tri Counties Branch
- Announcements: 10/1 Clean Up
- Announcement: Cash Count Sign Ups
- 4.1 Action Items – Directive for Program Manager to open account at Members First Credit Union

**Motion to Approve February Agenda:** Paul motioned to approve, Rob second. All in favor

**Motion to Approve January Meeting Minutes:** Correct spelling of LeAnn's name. Steve to move to approve meetings, Jim second the meeting minutes, all in favor

**2.1 Announcements**

- All Station Meeting: approximately 35 attendees present. Update on programming, general health of the station, discussed pledge drive, awarded volunteer of the year (Jim Howell) – include Leah's write up from the meeting
- March 1, 2020 (10 am to 1pm) – Station clean up. Grant, Maria and Leah overseeing.
- Cash Count: Paul sign up for Thursday, Feb 27 / March 14 bar count: Jim
- Update BOD signup sheet for cash counting – Leah to assist with updating

**2.2 Staff Reports**

- GM Report – Rick
  - Pledge drive will take place April 15 – 24
  - Includes Earth Day
  - Attended KCHO focus group of future of station and merger with KCAP Radio
  - Public Broadcasting Funding questioned by Administration
  - Community events selling well
  - KZFR September event moving forward
  - Studio 411 good space for music and speaking events
- Office/Operations Manager – Grant – See attached report
  - Bylaws were modified to reflect Document Review Committee recommendations – BOD to approve
  - Honey Run and 30<sup>th</sup> Anniversary (2 versions) shirts ready for the pledge drive
  - Fundraising update – QuickBooks is updated, added a special events summary and P&L report to the Google Drive

- CN&R “Shows Series” section to include one radio program in each ad
- News You Can Use added to play back and tune in radio
- Q: work being done on the I-Phone app – ios updates interrupted our KZFR app. Update to be completed by spring pledge drive
- Q: Will phone lieutenant position will be in position for select shows – yes.
- Underwriting Report – Ray – See attached report
- 2.3 Treasurer’s Report – Jim – see attached report
  - Grant and tax reports/documents are in progress and submitted
  - Data since June 2019 still undergoing reconciliation
  - Dolly is prepared a donation time accrual for her time to date for volunteer hours. Treasurer would like to see this be a paid position.
  - Executive Committee has requested that the bookkeeping position be formalized and that position be paid.
  - CPA compiled and reported for CPB grant. Bookkeeper should be taking these duties.
  - Board has requested the bookkeeping position be billable time and not a volunteer position. Request that a contractual agreement be put in place.
  - Treasurer to confirm past payments to bookkeeper in past.
  - GM provide report in March as an update on progress of bookkeeper position and steps moving forward

## **2.4 Committee Reports**

### **2.4.1 CAB – Rob – See attached report**

- March 16 last meeting
- CAB had interesting ideas to encourage more diverse voices
  - People on the Street
  - Liked the Camp Fire 3 minute segments
  - Questions about the Program Committee – training, proposed new programs, etc. Rob provided explanation
  - Evolving process for Program feedback and review; recertification process for Programmer’s in progress
  - Key takeaway – question about the music events but to think about other types of events: lectures, public speakers, etc.
  - Consider alternative genres of music for events – broader and diversify the audience
  - Were complimentary of shows that they have attended
  - Grant writing – possibly utilize the grant writer class at Chico State taught by John Canans. HCSV grant writing class – they will write the grant for us for credit and professional experience
  - Programs that addresses health and well-being may be eligible for targeted grants
  - Chico Arts Center sends out a call for proposals for artists, individuals, other interested to help the station and what are their ideas?
  - Ongoing conversation regarding news programming versus other programming
  - Would like to see increase in outreach to a more diverse group – work to disband the perception that it is an exclusive club, with same people as a part of the group for an extended length of time

- Suggestion – BOD to thank the CAB members

#### 2.4.2 Fundraising Committee – Courtney

- Thank you letters working toward Pledge Drive
- Discussed a regular newsletter or web area for content – Google sheet to be loaded to drive for board member idea development
- In addition to our on-air community curated programming, the station spends time developing off-air partnerships
- Discuss ideas for more station marketing off-air and on-air: partnerships, efforts, donors, etc.
- Paul updated us on the Butte Strong Fund – was not funded this time. There focus at this time is focused on housing and healthcare. Our proposal at this time did not fit those parameters.
- Paul would like to pursue other grants like the Harrison/Zorn Foundation; other radio/TV grant funds; HCSV opportunity; social sciences also have a grant writing class as well for potential partnership
- Possibility of more partnerships becoming more active for venues, etc.

#### 2.4.3 Programming Committee – Rick

- Next Meeting on Monday, March 2 at noon
- Steve Scarborough is the meeting minutes. Meeting minutes from January and December are available.
- PC member stated that there is a 3 month provisional review period for programs for all new programmers moving forward – helps with coaching, quality control, etc.

#### 2.4.4 Document Review Committee – Rob

- Met on Friday, Feb 21 covered by laws
- Recommendations that the Doc Review committee bringing to the BOD for future consideration
  - Election of Directors
  - Board Vacancies
  - Program Committee write up
  - Fictitious business statement addition once obtained
  - Doc Review Committee recommend as a BOD discussion item for action item for March BOD
- Re-certification of current programmers – BOD discussion regarding parameters and next steps. GM recommends 18-month period of time as a starting point.
- Office/Operations Manager provided supportive feedback on this process defining what constitutes a programmer versus not based on participation in the process, assisting with re-training or upskilling for new technology, etc.
- Programmer self evaluation has been sent and completed
- BOD has directed the Document Review Committee to draft re-certification language for review and approval by BOD when appropriate

#### 2.4.5 Executive Committee

- Committee is meeting regularly and will report to BOD as needed/appropriate

### 3. Matters for Discussion

3.1. Chico Women's Club Bar Event Duties – GM to report at March BOD meeting

3.2 KZFR Internship

- 2 Chico State students on-boarded as a social media intern and a programming intern.
- Social Media – posts (content has been framed by Office/Operations Manager), pictures, interviews, support for KZFR. Will possibly utilize Hoot Suite.
- Recommendation to tag existing programmer Facebook pages.
- On-air intern have radio experience. Will assist with lining up guests, filling in for absences, etc.

3.3 BOD Recruitment Committee – table to March 2020 meeting

- Focus on board position skillsets that are missing – have room for three more positions
  - Legal
  - Marketing
  - Community organizer
  - Fundraising
  - Diversification
- Start process now – to elect new members in June for BOD appointments to begin in July
- Review on-boarding process / current BOD members to support prospective members
- Review absenteeism policy

3.4 Public Affairs Programming – table to March 2020 meeting

### 4. Action Items

4.1 Establish BOD Recruitment Committee – table to March meeting

4.2 Direct GM to open additional checking account at Members First Credit Union

**Motion: Mercedes motions to direct GM to open a checking account at Members First Credit Union, Rob to second the motion. All in favor. No opposition. No abstaining.**

### 5. Meeting Finalization

5.1 Review actions to be taken

5.2 Items for March Agenda

- BOD Recruitment Committee

5.3 Meeting Close

**Adjourn – 8:01 pm**

**Next March 10, 2020 at 6pm.**