

## KZFR Board of Director's Meeting Minutes November 12, 2019

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**In Attendance:** Rick, Grant, Ray, Jim, Steve, Mercedes, Paul, Grant, Rob, Nancy, Bobbi, Courtney, Jeannie  
**Absent:** LeAnn and Sarah

### 1. Meeting Opening

- Call to Order: 6:03 pm by Mercedes
- Amendments to the current agenda
  - Request of staff to board members discussed at Executive Committee
  - Motion to approve first by Steve and second by Rob, All in Favor
- Previous Minutes: Typo in other items – Internal to International; date changed from December to November
  - Motion to approve first by Paul and second by Rob, All in Favor

### 2.1 Announcements/Reports

- Rob will not be traveling to Costa Rica – he will remain active on the board
- Ray reporting that the local BNI is facilitating a gift wrapping event. If KZFR is interested in participating, let Ray know. The dates begin 12/5 through 12/24. Ray will provide the dates. If KZFR wants to participate we would be helping raise funds for ARC.
- Steve has a fundraiser at the ARC on 12/6 – John Doyle and Mitt McCally (sp?)

### Staff Reports

- GM Report – Rick:
  - Pledge Drive overall went well. Had some ebbs and flows – between active callers and non-active callers
  - Sold items later in the week that were offered on his show
  - Final Pledge Drive with matching funds over \$54,000
  - Shows with strong followers had greater success
  - Credit card process increased number of funds already processed and secured - adding lieutenant to the process eliminated majority of human error
  - Monthly donations are continuing
  - Met with GM of NSPR – Phil Wilkie. Discussed three co-branding concepts, e.g., competitive trivia, and service awards (charge with food) about people doing good in our community
  - Joe Cragen needs some help this weekend. Please share with your social media.
  - Jonathan Richman went well – donated his money to the KZFR. Steve donated sound.
  - Halloween party made about \$800
  - Darrell Scott is next Friday, 11/22
  - Holiday Party on 12/20 and New Year's Eve – Potluck with \$10 entrance fee
  - CSG – CPB Grant: 9 Page report stated that grantees with attendance of 100,000 to 1 million are looking to receive an increase of \$6,200. KZFR will receive a grant of approximately \$600 more. Grant thresholds have been lessened based on the disaster declarations. 2020 is approved
  - Generator was useful in the PSPS events. Rick is looking at alternative propane providers to reduce expenses

- Office Manager Report – Grant:
  - Pre-sent report on Friday, 11/8 – will provide condensed version of report at meeting
  - Pledge Drive: 87 started or renewed monthly, average monthly is \$13 (most common is \$10), if amount increases that is what we should raise it to
  - As of 11/8, over \$29,000 has been received – want to collect all \$47,000+ in pledges
  - Credit card lieutenants improved process. Only 5 bad cc numbers overall. Freed Grant up to problem solve issues as they came up.
  - Ray had a good meeting with the Printed Image
  - Fundraisers – Winston and Achilles Heel
  - Provided list to Paul on what the technological needs are for the station
  - New archive and streaming sessions near completion
  - Anti-virus software in progress
  - Logic services provided to board
  - Grant meeting with Susie Kochems went well – recommended to start a grant writing committee
  - New water cooler installed in station and lights fixed in main room
- Underwriter’s Report – Ray:
  - Late October saw an increase donations – extra \$1,000 for Camp Fire donations through Gift Through Music at Paradise Performing Arts
  - Sent all food donors for Pledge Drive a hand written thank you note
- Treasurer’s Report – Jim:
  - Accounts were reconciled today – moving forward, Jim will send report out after meeting with bookkeeper
  - Overall financial status is good – meeting with bookkeeper on 11/13
  - Future reports will keep month-over-month trends and monitor P&L by month to also show trends
  - Community events report is ready and Jim will be trained on 11/13 to execute
  - Open invoice report over \$20,000 – appears to be an entry error will rectify on 11/13
- Programming Committee Report – Rick:
  - Some programmers have retired. Considering new shows
  - PC thinks we need to add 2 community members. Board appointed positions, so PC is making a request to the BOD. 6-7 current members
  - Discussed developing on-line trainings for programmers to address the telephone system, the turntables and the keyboard
  - Translate the Latin Brothers underwriting into Spanish – Ray to discuss with Washington
  - New programmer orientation was held by Jake and Steve
  - Next meeting will be held on 12/2
- Fundraising Committee Report – Courtney:
  - Butte Strong Grant Fund
  - Develop Fundraising Calendar
  - Develop an annual event – Wheels and Wine
  - Thank you letters
  - Donor Stewardship
  - Donor Cultivation
  - Gratitude Write In (before the end of the year)
  - Coordinate Peace Ride with other organizations
  - Create merchandise space on the Web site – KZFR store
  - Develop a station Open House

- Get on other organization's list servs/marketing – inventory who we are already in partnership with, identify the gaps
- Document Review Committee:
  - No meeting this month
  - Need to continue working on the Diversity Statement, consistent changes, programmer's manual, bylaws, BOD numbers to reflect majority vs. a specific number
  - Rob has offered to help organize next meeting and Chair moving forward

### 3. Matters for Discussion

- Event schedule and volunteer listing update
  - 2 people counting cash (BOD is lead) – needs to have two signatures
  - Need BOD to volunteer for a minimum 3 shows if possible per season
  - Holiday and New Year's events need to be added and filled with volunteers
- Other
  - August meeting minutes will be completed by 11/15
  - September meeting minutes will be finalized by 11/17
  - August/September meeting minutes will be used to change bank signatures
  - Sandra is running uncontested on the Programmer Committee. Policy was established to have a one-person election with a write-in option. She will start on 1/1/2020
  - Thank you's – station to purchase a stack to send to volunteers for events like the Touch of Chico
  - Develop a formal letter to thank regular volunteers (?) – Jim and Grant to work on this

### 4. Action Items

- Community Advisory Board
  - 5 applications for the CAB. Next steps to schedule a meeting in early December – must be agendaized and a report must be created
  - Follow CPB guidelines
  - Paul makes a motion to accept the current list of 4 candidates for the CAB, Bobbi seconds it, All in Favor – Rob to follow up with candidates

### 5. Meeting Finalization

- Actions Items for December Agenda
  - BOD to consider 2 more people for the Program Committee
  - BOD to consider participating in the ARC gift wrapping event
  - Document Review Committee to set next meeting
  - Thank you letters/cards for volunteers

Next Program Committee Meeting: December 2, 2019, at 5pm, 341 Broadway, Suite 416.

Next Fundraising Meeting: December 3, 2019, at 5:00 pm, 35 Main Street, Suite 203.

Next BOD Meeting: December 10, 2019, at 6pm, 341 Broadway, Suite 416.

**Meeting Adjourned: 7:30 pm**