

Minutes of the meeting of the Board of Directors of the Boulder Community Broadcast Association, September 9, 2008, KGNU studios, 4700 Walnut, Boulder.

At 6:02 p.m. Chris Mohr called the meeting to order in the absence of Michael Schuster, who has a family illness, and Wendy Emrich, who would be coming late. Present were board members Marge Taniwaki, Barry Gilbert, Basit Mustafa, Chris O'Riley, Shareef Aleem, and Judy Trompeter, plus station manager Sam Fuqua. Wendy and David Kane arrived at 6:20 p.m.. Meredith Carson had a work conflict and was unable to attend. Guests present were Bonnie VanDeursen, David Wilson, Arleigh, Nile Southern, Paul Mischo, Steven Sherman-Boemker, Guy Errickson, Greg O'Brien, Daria Leverne, Yukari Miyamae, and Ken Fricklas.

The agenda was adopted, with Marge moving and Barry seconding. The minutes of the last meeting were accepted, with Basit moving and Shareef seconding. There was no public comment.

Sam's report is attached to these minutes. Additionally, he passed around a phone shift sign-up sheet for the upcoming fall membership drive; mentioned that Shareef was interviewed on Fox and that the interview has played internationally; said he has 3-4 people lined up for the Listener Advisory Panel and is seeking to find 4-8 more to serve, with the first meeting likely to be held in the winter; said the blog can be used for music, too, like the DNC blog; and is waiting for the directional antenna to be created, as it is currently in the process of being designed.

Basit said he will report on the final numbers for the 2007-8 fiscal year at the October board meeting. He said the station has a better-than-balanced budget and is \$6,000-7,000 in the black, although we fell approximately \$65,000 short of the RDP goals. We can expect audited financials in November or December. Chris M asked for a list of the loans and when they are due; Sam said he would provide it after the meeting and that \$125,000 is due in October.

Chris M's Development Committee report is attached to these minutes. Additionally, he said fresh blood would be coming in to the development process with the hiring of Annie Sugar, and Faye's service as Development Director would end Sept. 30 but she might be asked to stay another week in order to overlap with Annie. He also said the timing of the fall pledge drive was coming off the best news coverage we've ever done, referring to the DNC.

The Nominating Committee's report is attached to these minutes. Wendy asked to discuss possible interest of board members in being nominated for officer positions. Chris M said NomCom follows the by-laws in developing and proposing a slate of officers for a vote at the November board meeting. Nile and Arleigh described the committee's process of canvassing board members to find

out who might be interested in serving, proposing solutions to any problems of board leadership, and coming up with a slate. They indicated that their timing of the process started at the same time as usual but that they came to consensus more quickly than in prior years. Wendy said she wants the board and NomCom to collaborate more; Arleigh said she believes that NomCom's process frees up the board to do other work. Barry said NomCom's list of roles and responsibilities for each officer is adequate, and Chris O said all members can share any extra duties. Chris M asked that board members give a sense of their willingness to serve as officers; Basit said yes to treasurer; Chris M said yes to secretary, vice-chair, and chair; Michael had indicated willingness to serve as vice-chair but not as chair; and Judy said yes to chair. David said Michael has served enough time on the ExCom and the vice-chair or secretary should move up to chair; he said serving on the ExCom was a development process. Arleigh said NomCom hasn't done it that way historically and each year thinks of a slate anew, from amongst all the board members. David said we should have a board development process; Chris M clarified that it could be a grooming process. Wendy said David's approach is traditional, and that the chair doesn't usually go from that position to being vice-chair. Arleigh said members of NomCom present at the meeting would share with the other members of the committee what the board discussion had been.

Discussion of training for on-air pledge drive hosts was addressed by Sam, who said the better trained the hosts are, the more money is raised. He said mandatory trainings didn't fit the station's culture, and group trainings had been sporadic. He said staff now does individual sessions with on-air volunteers, as needed. Shawna Sprowls has prepared additional raps, grouped thematically, for those times when hosts can't think of anything to say during a pledge break. Barry said it's important to keep improving, as the drives are our main source of income. He proposed that DJs should record their pitch breaks and aim to improve, and he suggested that they be told the pledge response to each of their pitches; Sam indicated interest in these ideas. Chris M asked if the Program Committee is evaluating DJs; Steven answered that they were, but not specifically around pitching. Greg asked if there were any good pledge raps on the Internet, and Sam said he'd check and send those around via e-mail.

Barry proposed that the Board/All-Station Retreat be used to re-evaluate what our future looks like in light of the changing media landscape, addressing the question "Where do we want to be positioned in 10 years?". He said we should take a fresh look at who we are, what we do, and how we sound and also discuss what we're doing well and where we could improve, plus rethink our web presence to better reflect the station. Sam said the retreats come up with good ideas, often the same ones as at previous retreats, but that our follow-through is weak. Arleigh suggested papering a room with the old suggestions. Sam suggested we brainstorm what to do with the new channels that will be forthcoming. Yukari endorsed that idea and said we should be sure they have a fundraising component. Nile said we might use one channel for itching and play

programs from other stations on the second one. David suggested forming a small committee to plan the retreat, decide on a theme, and also suggest how to use the board retreat the next day; those who offered to participate include Barry, Nile, Basit, Yukari, Daria, Guy, and John Schafer (proposed by Sam). Wendy said we should do board development training then, too, since working better together would make the nuts and bolts happen. Chris M said Joy Barrett wants to see problems addressed directly, rather than skirting them. Chris M also suggested the weekend of January 24-25 as a possible retreat date. Barry said the planning group should focus on how to create a good retreat and also how to steward retreat ideas to fruition. Sam said the group should come up with shared priorities. Marge suggested using the time to figure out how to implement the past ideas. Chris M said we could do both visioning and action planning. Ken said the retreat should come up with an implementation plan for one item, and Greg said we should send out the context to volunteers ahead of time. Paul asked if we could rent out the new channels, and Sam said "probably." Basit said we should rethink the retreat and focus on how to coordinate our volunteer resources, making an executable plan in order to keep people from becoming cynical about the process. Nile asked if it isn't premature to think of a theme, and Barry said the committee will take care of that.

Other business:

Greg is seeking a board representative on the Events Committee. Shareef has joined the Program Committee, and Chris O is considering doing so. Judy said she'd consider joining the Planning Committee.

Steven reminded members to check the board mailbox.

Arleigh wants to reconstitute an ad hoc Orientation Committee with herself and Shelly Schlender as members, in order to finish work on a volunteer handbook and focus on volunteer retention. The motion, made by Chris O and seconded by Barry, passed.

Greg said the By-laws Committee should get back together to proposing revisions, and Arleigh said she'd start working on it.

Nile introduced Ken for consideration as a new board member. After questions were asked of Ken by board members, the motion to go into Executive Session was made by Marge, seconded by Shareef. After that discussion Ken was voted onto the board and notified at the meeting's end; welcome, Ken! Basit suggested that next month we discuss what qualities and talents we now need in board members.

At 9:35 p.m. Shareef moved that the meeting be adjourned, Marge seconded, and the vote was unanimous.

Respectfully submitted, Judy Trompeter, Acting Secretary

