

Minutes of May 11, 2010 Meeting of the BCBA Board of Directors
Meeting Agenda As Distributed by Barry Gilbert

KGNU Board meeting
 5/11/2010
 4700 Walnut St, Boulder
 Agenda

6:00	Call to order/Approval of agenda/ Approval of minutes	Barry/Marge
6:05	Public comment	
6:10	Station manager's Report	Sam
6:40	Budget committee report	Basit
6:55	Break	
7:05	Development committee report	Judy
7:20	Presentation of Eat Your Radio	Shelley Schlender
7:40	Other business	
7:45	Adjourn	

Attendees

Board	Public
Ken Fricklas	Joy Barrett
Sam Fuqua (ex-officio)	Guy Erickson (in at 6:20PM)
Barry Gilbert (chairperson)	Malka Haymer
Basit Mustafa (treasurer)	Irene Rodriguez
Judy Trompeter (vice-chair)	Shelley Schlender
Steven Streng	Annie Sugar (in at 6:24PM)
David Wilson (via phone)	

*Attendees were present on-site unless otherwise noted

Absent Board Members

Chris O'Riley & Meredith Carson

Meeting Record

6:01PM - Call to Order, Approval of Agenda, & Approval of Minutes

The meeting was called to order, with C. O'Riley's planned absence, B. Mustafa will record minutes in lieu.

B. Gilbert asked for any objections, changes, or question of the minutes from the previous meeting.

J. Trompeter asked to clarify which version of S. Fuqua's contract was referenced in the previous minutes as the "current version". Judy would like the minutes to be redacted to clarify that the "version circulated via email" be identified as the most current version.

Noting no objection to J. Trompeter's point of clarification on the previous minutes and no further questions/items on the previous minutes, the minutes were approved as amended.

The agenda was approved as published.

609PM - Station Manager Report - S. Fuqua

S. Fuqua provided a summarized verbal presentation of the text of his report highlighting progress on what he mentioned were the two important items and summarized the remaining items towards the end of this report.

- FM Signal Project - Current schedule is to complete install by May 16, 2010 - risks to this date are contingent on weather and any equipment issues (such as fit and compatibility), however, testing and design due diligence indicates items should function as planned. S. Fuqua detailed the timeline and process to complete the project as it related to the FCC approval (of new hardware & power increase), marketing, and operations.
- Membership Drives - S. Fuqua provided an update on Membership Drive numbers (see attached report), reminder call status, and the logic behind moving the date of the summer drive to allow for better positioning vis-a-vis the Spring Mini Drive. I. Rodriguez (public) inquired about how KGNU is doing on-air pitching (is the pitch to solicit pledges or is it reminding individuals to complete/fulfill their pledge or both) - S. Fuqua indicated KGNU enjoys a 90%+ fulfillment rate and the focus shifts as required, however, the focus remains on soliciting initial pledges on-air.
- Sam mentioned summer events, house parties, and provided a run-down of upcoming events, including:

S. Fuqua's verbal summary is completed, a discussion around emergency power backup was started with questions from the public. S. Fuqua provided details on the plans for power backup.

In a segue from this conversation, S. Fuqua mentions he will attend the NFCB conference (on a partial scholarship combined with lodging from a personal friend and an airline voucher he possesses). He plans to attend a emergency response and readiness seminar, the focus is to be on community communications in an emergency, however, he will be aware of how uptime/availability is discussed.

644PM - Budget Committee Report - B. Mustafa

B. Mustafa provided an overview of his written report (see attached).

BCBA/KGNU completed the first half of FY2010 on March 31, 2010. The financial performance of the station is solid, but not without risk (see report). A focus item beyond the financial performance was an improved planning process for the FY11 budget that will include specific targets that detail the yearly budget for a given line item - for example - an event-by-event budget for Special Events accompanied by a credible plan and goal setting for each event.

A discussion of ensuring variety/diversity in underwriters, PTFP receivables, and profit margins on underwriting was driven by questions from the public.

7:00PM - Break

7:14PM - B. Gilbert Reconvenes Meeting for Development Committee Report - J. Trompeter

J. Trompeter presented a verbal summary of her previously submitted written report (see attached). Focus on Development Committee members has been on thank you phone calls to raise interaction and relationship building with donors from the previous pledge drive.

Further, each development committee member is tasked to research five foundations and the development committee will review this research to focus on foundations that support KGNU's mission and appeals for grants will be created and proposed by the Development Committee once this work is complete.

7:21PM - Barry proposed the "Other Business" & "Eat Your Radio" Presentation be switched on the agenda, no objections - Other Business is considered

The only other business item was a discussion of a gift for M. Conran in consideration of the recent birth of her daughter. This

7:24PM - "Eat Your Radio" - S. Schlender

S. Schlender who presented an audio-visual demonstration and explanation of the "Eat Your Radio" program.

This program focuses on engaging elementary-aged school children in education on nutrition and diet through a federal and state program in which KGNU participates as a radio element.

S. Schlender discusses the content, how KGNU engages school children, demonstrates the recording hardware used by children to discuss relevant topics that is then played on the radio show, the website(s) integrated with the classroom and radio content, the interactive website children use to communicate with nutritionists, and provides an overview of how feedback is collected on the effectiveness of the program and how KGNU can leverage those.

7:57 - It is confirmed that, upon a question from J. Trompeter, that it is the intent of the board to incorporate all submitted committee reports as attachments to the meeting minutes for that month.

7:58 - Motion to adjourn is fielded by B. Gilbert

K. Fricklas moves to adjourn, several members second, meeting is adjourned without further incident.

List of Included Attachments

1. Budget Committee by B. Mustafa
2. Station Manager by S. Fuqua
3. Development Committee by J. Trompeter
4. Events Committee Report by M. Carson
5. Nominating Committee Report by N. Southern
6. Program Committee Report by S. Sherman-Boemker
7. By Laws Committee Report by Arleigh
8. IT Committee Report by B. Gilbert

General Business

In budget committee we'll begin discussing FY2011 budget planning process and then formally beginning that process in June. My intention is to follow the "bottoms-up" approach we used last year and perhaps enhance it with improved input from committees. The process for FY2011 will be more formal with defined process, decision checkpoints, and, ultimately, I hope, an iterative model we can use going forward and continue to perfect. An important output of this process, in addition to (I hope improving the budget's accuracy and meaningfulness) is to provide intermediate deliverables documenting our assumptions as we shape the budget that we will share with the entire board as a matter of written record.

Overview of 1H10 Financials

The first half of FY2010 for the Boulder Community Broadcast Association was completed on March 31, 2010. The final operating results for 1H10 at the close of business on March 31, 2010 an aggressive attainment of \$503,220 of income (against a plan of \$466,060 - 108% of plan) and a disciplined expense posture with operating expenditures totaling \$336,012 (against a plan of \$376,592 - 89% of plan). Speaking in terms of this snapshot, this is certainly a favorable position and demonstrates strength in several areas. When considered in the greater context of current liabilities, the seasonal nature of income and expense, a more balanced view emerges that is consistent with previous predictions of an 95% to on-budget for Full Year 2010.

1H10 Income Analysis

Final numbers for 1H10 income line items continue trending consistent with previous reports. With a \$37,000 over-achievement year-to-date, KGNU has demonstrated strength in several areas. The budget committee believes the current over-achievement is attributable to both consistent and on-going strength/improvements in our organization and also attributable to one-time, acute, or seasonal events that we cannot rely on as an indicator of future attainment.

Underwriting

Strength in underwriting has delivered a YTD \$17,454 over-achievement against plan - strength in the underwriting sales pipeline provides a solid roadmap to continued attainment at or modestly above 100% for the full year. Our underwriting sales representative, Ted Paske, has been a outstanding contributor to our current income performance. While we believe certain underwriting clients and sources represent temporary market-based peaks with risky futures, solid contributions from other sectors of the marketplace are in the pipeline and the Sam is working with our Underwriting sales staff to ensure a diverse pipeline to help create a robust and reliable income line item.

CPB

Additional federal stimulus funds (approx \$10k) have provided upside in the CPB line item. We do not believe this will continue.

Memberships

Compared to past years, our performance in memberships is laudable. Paid into the operating budget on an twelve month amortization schedule, the ups and downs of individual drives to not directly impact this line item immediately, however, strength in previous drives as well as weakness in the broader economy have been blended together to create a 96% YTD performance that we believe will continue to hold in this vicinity.

Special Events

Special Events is lagging behind plan without a roadmap to attaining full year numbers. While we believe strength in other areas will in part compensate for this shortfall, a credible pipeline of special event income remains unclear. This is a specific line item we will focus on in FY2011 budget planning with tight interlock with the Special Events committee to understand and set a reasonable number for FY2011. Through the end of the year, the budget committee believes there will be a solid pipeline of around \$10k, with an additional \$5k of stretch income possible through good fortune in making the right events happen for KGNU - even with the \$15k of additional income through year end we will face a significant shortfall (up to \$20k or greater) in this line item.

Overall, we believe, with the income pipeline as it stands, we will achieve plan in income with a downside in the low ninety percent range of attainment against plan.

1H10 Expense Analysis

We remain in control of expense items in nearly all line items. Expenses associated with the FM signal upgrade will mount as we complete the project and may, at times, be accounted for in the operating budget. However, these expenses will largely be paid for by cash on the balance sheet and through the final payment from PTFP upon project completion and acceptance - however, based on timing, this payment may or may not appear in FY2010 ledgers. We continue to lag on paying into cash reserves, currently a \$26,442 debt to ourselves. Given our discipline in expense performance, this is not as great a worry as it once was, however, our the "discipline" demonstrated by the numbers in expense control should be tempered with this knowledge.

1H10 Summary, Forecast, & 2H10 Priorities

In a difficult giving environment from both businesses and individuals, KGNU has shown through an well-thought out, planned, and executed approach to serving its listeners, engaging new audiences, and forming solid relationships with friendly donors & supporters that our goals are attainable and with the right circumstances and focus, can be exceeded. Many variables contribute to our performance in 2H10, however, with the focus of our staff & volunteers, work already completed, and work to be done, we believe KGNU will deliver a performance in the neighborhood of on-budget to 95% in FY10. We believe the main risk factors to landing in this range or as low as 90% are

availability of talent for events, success of & receivables from the FM signal project, grant decisions, and the recovery of giving from the local economy.

Update on Financial Obligations

The staff has successfully negotiated a deferral of \$10,201 of debt due this year to one of our lenders. We have updated the debt spreadsheet to reflect this, and updated version will be circulated once it has been cleaned.

From: arleigh <arleighb@mindspring.com>
Subject: [KGNU Board] bylaws committee report for may '10 board meeting
Date: May 6, 2010 7:51:16 AM MDT
To: bylaws@kgnu.org, Board KGNU <board@kgnu.org>

Bylaws Review Committee Report
May 6 2010

We are finishing Article IV Nomination and Elections of Directors. Specifically, we are working on a final draft of 4.2 Candidate Requirements, 4.4 Terms and Term Limits and 4.7 Special Cases.

Next we will look at Article V Nomination and Elections of Officers.

After Article V, we will be looking at VI Duties of Officers, VII Meetings and Notices and VIII Committees.

I can see the light at the end of the tunnel!

I really need a few more committee members. There's little between-committee work except some online reading just before the meeting.

Thanks,
Arleigh

Board mailing list
Board@kgnu.org
<http://mailman.kgnu.net/mailman/listinfo/board>

From: Judy and Larry Trompeter <schumpeter@me.com>
Subject: **[KGNU Board] DevCom activity summary**
Date: May 7, 2010 11:12:56 AM MDT
To: Board KGNU <board@kgnu.org>

Committee members will be making thank you calls to those who gave \$250 or more during the fall drive. Approximately 150 households will be contacted by May 15.

Committee members will begin an organized effort to do basic website research on foundations. By May 24 each person will have researched five foundations selected by Annie and Sam and submitted details to them for future consideration.

Annie is working on the house party kit. Once it is ready it will be pitched on-air and former hosts will be contacted and asked to commit to holding a party on the date of their choosing.

Next meeting: Friday, May 28, 12:15 p.m., Denver studio, 700 Kalamath.

Judy Trompeter, Chair

Board mailing list
Board@kgnu.org
<http://mailman.kgnu.net/mailman/listinfo/board>

Events Committee Report for May 11 Board Meeting

Members:

Greg O'Brien, Meredith Carson, co-chairs

Helen Dohrman

Yukari Murasaki

Steven Sherman-Boemker

Karen Gruber

Joanne Cole

Shawna Sprowls

Sometimes Sam Fuqua and John Schaefer

We did not have a face-to-face meeting during the past month, but continue to plan and execute events for KGNU.

1) Updates on past events:

April 8 - Palestinian poet, Duhar Majid - KGNU partnered with Rocky Mountain Peace and Justice Center for a wonderful evening of poetry and discussion. The event minimal promo and effort on our part, but reaped large rewards as a good-will partnership, and should yield \$75. Event Boss – Joanne Cole

April 26 – Bob McChesney and John Nichols gave a talk to benefit KGNU at the Universalist Unitarian Church in Boulder. We had no overhead at all – the speakers insisted on paying for their own hotel rooms. We did give this significant on-air promotion. There were about 70 people there and we grossed \$1045. Excellent event for our mission. Event Boss – Joanne Cole.

2) We are working on the following events:

Plant & Craft Sale with Bluegrass Pancake Breakfast: Saturday, May 22, 9am-2pm, KGNU Boulder Studios
No price for entry, \$7 for pancake breakfast
Event Boss – Joanne Cole

KGNU will host our annual Garden Party AND celebrate our 32nd birthday at the Boulder studios. There will be high-energy bluegrass music all day from Giddyup Kitty, Boulder's all-female bluegrass quartet. From 9 – 11 am, there's an all-you-can-eat pancake breakfast for \$7.. There will also be arts and crafts from KGNU volunteers and supporters available for sale. We need plants!! Plant donations accepted May 17-21 only at the Boulder studios. Sam made a cart for promotion.

Usually grosses \$2k, shooting for 3. Would really like full participation from board – it's our birthday. We know Judy is doing outreach for us that day at 5 points jazz, but it would be wonderful to have full moral support from the board. We should have a flyer and poster at this event to publicize the upcoming Bourbon tasting on June 3 and the Charles on July 18. Anybody have time to make one?

Bourbon Tasting: Thursday, June 3, 6-10 pm, Boulder Outlook Hotel
Tickets: \$25 members, \$30 non-members – must be over 21
Event Boss: Helen Dohrman

The very cool new event will begin with a short, seated informational/educational talk about bourbon with Nate Folsom, then tastings and food scattered about the Crown Rock room (near the restaurant, capacity of 80). Helen is working with the Outlook and liquor distributors to have 10-12 different bourbons for tasting. The Outlook is giving us the room rent free, but there will probably be a small charge to us for the appetizers, which will be free to patrons. There will be a high-end silent auction in the hallway or in a room, depending on space. There will be taxi drivers lined up waiting outside for patrons. Helen will follow up on Shawna's donation requests. Helen will make an informational cart in the next week or so. Committee members will help with follow-up calls to liquor stores, and with gathering email addresses for places to get a better plug for the event. We are all looking in thrift stores, etc., for cheap snifters, decanters, trays, drinking paraphernalia, books/cookbooks related to bourbon, etc., for the silent auction. Shawna has already gotten two bottles of Knob Creek from Market Square Liquor, and maybe has more. Anyone may feel free to donate items along these lines for the auction.

Hooray for Helen!!

The Charles Sawtelle Mountain Jam: Sunday, July 18, noon – 5 pm (?), Gold Hill Inn

Event Boss: Joanne Cole

Music Coordinators: KC Groves and Shawna Sprowls

Here's Shawna's report: Music is: Oakhurst, Sarah Siskind and Friends and the Blue Canyon Boys. Greg is in charge of the food area again, Steve Priem is handing the trash and recycle area, Michael C and Little Mike are doing the BBQ, KC and I are in charge of the stage area, green room and bands, Lorraine and Bonnie will do outreach, Joanne and Kathy Metzger will handle the door/cash. KC is soliciting artwork from a colleague of hers. That should cover it!

Gregory Alan Isakov: September, Odd Fellows Lodge in Boulder.

Event Bosses: John Schaefer and Sam Fuqua

John and Sam are working on this event, which will be ticketed and will possibly be the opener of a series of events at this venue. Sam is an Odd Fellow. But you knew that.... On another Odd Fellows note, KGNU was one of the non-profit beneficiaries of a pancake breakfast held at the lodge a couple of weeks ago. It was not a KGNU event, but we did receive \$200.

Antiques Roadshow: September, venue, date, price TBA

Event Boss – Joanne Cole

This will be a high-profile, ticketed event partnering with Community Access tv – Channel 54, patterned after the PBS Antiques Roadshow series. We're looking for antique dealers and appraisers. Joanne is working out the details of this one, and will update us at future meetings.

Emerald Forest: date, venue, price TBA

Event Boss: Jim Jobson

Jim spoke with Sam this winter and at that point he was not able to find an appropriate venue at a low enough cost. Apparently, Avalon Ballroom has raised their rates quite a bit. He continues to look for a place to revive this event, and will keep us posted.

Mouse's Pie-R-Square: date, venue, price TBA

Event Bosses: Michael Bradshaw and Elena Klaver

Michael and his committee will reprise last fall's successful memorial to our beloved Mouse. Details to come.

Silent Auction: date, venue, price TBA

Event Boss: Helen Dohrman

The Queen of the Silent Auctions will start working on this as soon as the bourbon tasting has completed. More to come.

I continue to work with the staff and members of the events committee to produce a high-profile musical event for us, either in Boulder or Denver. At this point, nothing is solid, but I feel we will have one before September. Please feel free to let me know any ideas you have to contribute to these or other events.

Submitted by Meredith Carson, May 10, 2010

From: Barry Gilbert <blgilbert@gmail.com>
Subject: [KGNU Board] IT Committee report
Date: May 5, 2010 1:05:40 PM MDT
To: Board KGNU <board@kgnu.org>

IT Committee Report
May, 2010

The IT committee last met on March 16th. Since then, a lot of work has been done including:

CU Student Playlist project

The student team has completed the majority of their work on the new program log/playlist system. Unfortunately, due to the ambitious scope of the project, it was not finished in time to be launched. Most of the core functionality has been completed, however, there remains a fair amount of work to iron out bugs and to add a few simple features. Before launch, we also need to rewrite several scripts that use the scheduling database to drive stream recording and email notifications to staff and volunteers. We also need to rewrite several pages on the public website to consume the new data provided by the application.

In order to complete the remaining work, we plan to get help from two KGNU volunteers and one of the members of the student team. Our goal is to have the remaining bugs and tweaks completed by the end of June. At that point, we will begin extensive testing and volunteer training. I plan to demo the application at a future board meeting.

Digital Library project

We have the two servers configured for this project, However, work on the project was temporarily suspended because of the time commitments required for the playlist project. We plan to resuscitate this project soon.

KGNU.org website

We had some significant problems last month due to an unannounced configuration change that was made by our hosting company. It had the effect of killing all outgoing emails from scripts on the site. Because of this issue, as well as several other issues related to this hosting company, we are exploring alternative hosting strategies. I expect to be able to migrate the site to a new host sometime this summer.

UPS's

In March, we purchased and installed two uninterruptible power supplies to provide better reliability and up-time for several in-house servers.

Online shopping cart

We plan to implement a solution to replace our current online pledge form and shopping cart. Ken Fricklas will be handling this project. We expect to have it fully in place by the end of the summer.

Respectfully submitted,
Barry Gilbert
IT Committee chair

Board mailing list
Board@kgnu.org
<http://mailman.kgnu.net/mailman/listinfo/board>

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Respectfully submitted,
Barry Gilbert
IT Committee chair

Board mailing list
Board@kgnu.org
<http://mailman.kgnu.net/mailman/listinfo/board>

From: Nile Southern <nile@terrysouthern.com>
Subject: [KGNU Board] Nominating Committee [REPORT]
Date: May 7, 2010 12:55:33 PM MDT
To: board@kgnu.org
Cc: nomcom@kgnu.org
▶ 1 Attachment, 91.3 KB



[may_ \(91.3 KB\)](#)

NOMINATING COMMITTEE REPORT TO THE BOARD

Our committee met 4/19.

Attending: Michael, Greg, Timothy, Joy, Nile, Arleigh, Neil, Evan, Barry, Paul

Nomcom discussed the Standard Operating Procedures, how best to delineate these and create a report. We will utilize a variety of process-oriented resources created during previous years (including SWOT, Mission and Bylaws) to create the SOP, as well as formulating new guidelines—such as how our committee adds members.

To finish the Welcome Packet, members volunteered to take on the outstanding pieces, including; the David McIntosh history (to edit), volunteer orientation as a suggested first-step for new board members—if they haven't already, and a 'things you need to know' summary about budget items.

In the wake of Marge's leave of absence, there is a renewed sense of urgency to recruit new board members, and aggressively follow-up with those in the pipeline.

We also identified or assigned point people to be in charge of following-up with current Board prospects.

The committee has a special request: Nomcom would like to hear from Board members on any suggestions they may have for specific board members. These recommendations can be forwarded to: nomcom@kgnu.org

Lastly, our committee currently needs a new Board Member to serve on Nomcom. The committee usually meets on the 3rd Monday of each month, at the station, 6pm.

Because of summer scheduling, our next meeting will be June 7th.

Respectfully submitted,

Nile Southern and Joy Barrett, co-chairs, Nomcom

Board mailing list

Board@kgnu.org

<http://mailman.kgnu.net/mailman/listinfo/board>

From: Steven Sherman-Boemker <ssherman_boemker@yahoo.com>
Subject: [KGNU Board] Program Committee Report
Date: May 7, 2010 11:47:37 AM MDT
To: board@kgnu.org

The last meeting of KGNU's Program Committee was on April 6th. Since several committee members were absent there was limited discussion. Sam gave an update on the status of the new antennae installation. John Schaefer described a new program which replaces Filet of Soul & Waffles. Mixmasterpiece Theater focuses on the art of the dj. The committee continues to evaluate current programs and program hosts.

Steven Sherman-Boemker
Chair, Program Committee

Board mailing list
Board@kgnu.org
<http://mailman.kgnu.net/mailman/listinfo/board>

Station Manager Report

May 2010

FM Upgrade

Brackets and antenna panels will be delivered to FM tower site this Tuesday (5/11). Starting this Wednesday (5/12), our engineer, Mike Pappas, will work on site with installers from GRB Construction to assemble brackets and ensure the brackets fit properly on the tower and on the antenna panels. They will also run the new feed line from the tower to our transmitter below. Final panel installation is set for this Sunday (5/16).

If all goes according to plan, we will notify the FCC on Monday (5/17) of successful installation. Our attorney says we should expect the FCC to issue Program Test Authority (PTA) within two weeks of filing. When PTA is issued, we have provisional approval to increase to the new power level for 30 days. If there are no problems during PTA period, the FCC will approve the permanent power increase. At that point, we will be ready to launch a public awareness campaign, including on-air spots, press release, postcard mailing to Denver area members, revised trade ads and flyers

Membership Drives

Current Spring 2010 total = \$184,500, including May AFT rollovers. Reminder calls brought in @ \$2300 so far and renewals from the calls are still coming in. The AFT rolls and the response to the reminder calls have both been lower than original estimates. We are considering moving the summer mini-drive back to mid-July. Pushing the mini-drive back would:

- Enable us to soft pitch Spring drive reminders for another month
- Do a second mailing to “lapsed” members (those who have not contributed in the past 18 months or more) and possibly another round of calling
- If the FM upgrade is complete, we will be able to talk it up in July, unlike in June when we will not have final approval.

Staff will decide next week on final dates for summer mini-drive.

Summer Events

--House parties! Please consider hosting or co-hosting a summer fundraising house party for KGNU. These are fun and really help with the station's fundraising and outreach.

--Saturday, May 22, 9:00 am-2:00 pm 32nd Birthday/Plant Sale/Arts & Crafts/Pancake Breakfast/Bluegrass Extravaganza at the Boulder studio.

--Thursday, June 3, 6:00-9:00 pm Bourbon Tasting/Auction at Boulder Outlook

--Thursday, June 24, 7:00 pm BBC Climate Change forum at Unity Church

--Sunday, July 18, noon-5:00 pm The Charles Sawtelle Gnu Mountain Jam

Sam Fuqua
KGNU