

MINUTES OF THE KGNU BOARD OF DIRECTORS MEETING
Tuesday, June 8, 2010
700 Kalamath, Denver, CO

Board Members Present:

Barry Gilbert
Judy Trompeter
Basit Mustafa
Chris O'Riley
Meredith Carson
David Wilson
Steve Streng
Sam Fuqua - via phone until 7:10pm

Board Members Absent:

Ken Fricklas
Marge Taniwaki

Staff:

Annie Sugar

Guests:

Dan Spiegler – beginning at 7:00pm
Emily Laurence – beginning at 7:00pm

6:08pm - Meeting called to order by Barry Gilbert

Minutes from last meeting approved. Judy abstained from voting as she hadn't read them due to not being able to open the file.

No public comment.

STATION MANAGER'S REPORT: Sam Fuqua

FM Project

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Pledge Drives

We are within a few hundred \$ of our \$200,000 Spring 2010 Membership Drive goal. We will now stop talking about it on air and on our site. Big thanks to all KGNU contributors! Our 2010 Summer Mini-Drive runs July 15-18. Goal = \$20,000

Underwriting Sales Position

Ted Paske is moving on from his position as KGNU's Boulder Underwriting Sales Representative. He has moved to Glenwood Springs. We will post the job opening this week. We plan to have a new hire in place in July.

Ted will continue to administer our largest underwriting account during this transition period and Joanne will handle all other existing accounts and respond to inquiries. Thanks to Ted for his successful work on KGNU's behalf.

Conferences

Shawna and I are at the NFCB conference in St. Paul this week (June 8-12). Congratulations to our Denver Fundraising Director Annie Sugar who was awarded a full scholarship to attend the Public Radio Association of Development Officers (PRADO) annual conference in Ft. Worth, TX, July 7-10. Although we cut travel and conference from the station budget, staff continues to look for scholarships and/or spend their own funds to attend worthwhile workshops and conferences.

Outreach

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Sam Fuqua

see report for details FM antennae report
Temporrry problems in Longmont/Lyons while in the test authority.
FCC approval soon for the 4000 watt increase.

Pledge drive-We did make the goal for the spring drive - \$5000 gift applied to the drive total.
have a period of silnce before the summer mini drive

Ted Paske is no longer selling underwriting on KGNU. Moved to Glenwood. Still working with Way to Grow.
Job is posted until the end of the month. Joanne will handle accounts in the interim. Hire someone in July.

Position is a Boulder based position. 20% flat commission & 25% commission if they meet the \$40000 goal. Ted has shown that it is possible for a good salesman to sell underwriting on KGNU

Sam/Shawna at NFCB conference.
Annie-PRADO conference

COMMUNITY ADVISORY BOARD UPDATE: Sam Fuqua

Sam has 4 solid commitments for CAB membership. New members are from Denver (2), Longmont (1), and the mountains (1). 3 are women. Still looking for a Boulder resident.

A meeting of the CAB is scheduled for late June/early July.

Sam did not have a list of the new members. Sam will provide a list at the next Executive Committee meeting on July 5. The new members will be discussed and voted on at the next Board meeting on July 12.

BUDGET COMMITTEE REPORT: Basit Mustafa

Mike Massa has not yet prepared the budget numbers through May due to personal issues. He will have those numbers available to the Board by June 20th.

Basit went over the new budget process for FY 2011.

Need to begin the FY 2011 budget process this summer.
Cannot look at past few years as a guide due to economic changes
Overview – 4 points

To meet our goals what is the figure we need to shoot for
Must be pure operating budget - the official budget of record will be operating budget only. Take the debt obligations out of the budget. Balance sheet will have the debt obligations.
Contingency budgets will be formulated.

Industry standard is to have debts removed from the budget.
There will be a debt plane document that doesn't need to be approved by the board.
Basit presented overview of budget planning process.
Tying line items to specific plans.
Go over whether numbers are realistic for each event fundraiser – can change on a daily/weekly/monthly basis.
Can keep changing assumptions as to fundraising.
If number for a line item goes down, another item needs to go up. Go through process until everyone agrees as to goal of how much \$ will be raised.

Line Item analysis form-
Propose budget to board that is safe after going every line item with committees.
What is credible and what isn't.
Documents how each item will be raised – actions, events, projects.

Take same approach for expenses. Fairly predictable through history & contracts.

Assumption/milestones/check-in to see if goal is met, etc.

Deliverables-

Idea of operating budget & expenses

Official budget and contingency budgets will come out of this process.

Final budget is only budget that will be of record.

Have meetings over the next 30-45 days.

SME – subject matter expert.

Line items pertain to the budget.

Most pertain to staff, committees, stakeholders.-can be champions of change.

More critical looking at the most difficult line items

Judy- question about

RDP. Barry-RDP fell by wayside with economic crash.

This plan is more of a strategic plan.

BREAK – 7:05pm

Sam signs off.

Reconvene - 7:15pm

DEVELOPMENT COMMITTEE REPORT: Judy Trompeter

-Possible upcoming music events

Sam met with leaders of the Unitarian Universalist congregation at Hampden and Colorado, which is organizing a 2011 campaign to support public radio; they offered KGNU use of their 300-seat sanctuary at no charge.

John Schaefer is looking over the Odd Fellows Lodge in Boulder, which holds 150 people, and it is likely that Gregory Allen Isakov will perform for us there at some future date.

-Thank you calls

The calls to members who pledged \$120 and over are still in the process of being made. Once all of the calls are made we will have reached about 300 donors.

-Foundation research

Committee members have agreed to research the five foundations Annie sent to each person; some finished the research, and some were still working on it.

The Buck Foundation renewed our grant and upped the amount to \$12,000 from \$10,000.

-Major donor research will be taken up by the committee next month.

-House parties

Annie handed out a draft she had done of a house party brochure and asked for comments on it by June 3. Annie asked for party theme ideas and names of possible hosts. Judy will organize the list of previous hosts and ask willing committee members to make the calls to see if they will host parties again. Meredith and Basit would like to host parties and do the ask. Barry is considering it. Chris said he would host/co-host a Grateful Dead themed party.

Annie aims to hold 10-15 parties by the end of the summer and raise \$10,000.

EVENTS COMMITTEE REPORT: Meredith Carson

Meredith provided an update of 2 recently completed events and several upcoming events in the planning stages.

- 1) The plant sale/pancake breakfast/birthday party/bluegrass jam that was held at the KGNU studios on May 22 was a big success. KGNU raised around \$3000
- 2) The bourbon tasting and silent auction held at the Outlook Hotel on June 3 was also a success. KGNU netted around \$1300 after expenses. Similar ideas for the future include a wine tasting and a tequila tasting.

Upcoming events include the following:

- The Charles Mountain Jam on July 18 at the Gold Hill Inn
- Gregory Alan Isakov sometime in September at the Odd Fellows Lodge in Boulder.
- KGNU Gospel Brunch sometime in October (?) at Swallow Hill, Denver
- Antiques Roadshow in September, venue, date, price TBA
- Emerald Forest: date, venue, price TBA
- Mouse's Pie-R-Square: date, venue, price TBA
- Silent Auction: date, venue, price TBA

Also discussed briefly were a possible Reggae festival and a Devotchka benefit.

As of yet there is no high profile signature event scheduled, but the committee is working on that.

OTHER BUSINESS Part 1:

Dan Spiegler and Emily Laurence of the non-profit group FLIC (Food Libation Independent Cinema) spoke of their events at BMOCA. They are working with Basit in regards to cooperation strategies between FLIC and KGNU.

7:47pm – The board engaged in a fundraising training until 8:20pm.

OTHER BUSINESS Part 2: Barry Gilbert

All day workshop by the Community Foundation at 7:30am on Tuesday June 15 at Spice of Life. Kim Klein will give a talk titled “The joys & obligations of being a board member in the new normal economy”.

Meeting adjourned – 8:24pm

Station Manager Report

June 2010

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Sam Fuqua

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:

**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**

This was a very good event for KGNU, netting about \$3000. Joanne worked very hard on it, and really brought it off. The combination of the plant sale, 32nd birthday, bluegrass music and pancake breakfast seemed to be a winner.

**Bourbon Tasting: Thursday, June 3, 6-10 pm, Boulder Outlook Hotel
Tickets: \$20 members, \$25 non-members – must be over 21
Event Boss: Helen Dohrman**

The very cool new event was a big success, thanks mostly to our event boss, Ms. Helen Dohrman and her erstwhile assistant, Yukari Murasaki. We had about 40 paid attendees, and sold about 3/4 of our silent auction items. After paying the Outlook about \$400 for the food (they comped the room, the sound system, the tables and linens, etc.), we're looking to net about \$1300 from this first-time event. We're already planning on duplicating it in the late summer or fall in Denver (I'll start looking for a good venue this week). We're also considering doing tequila tastings in both towns, and Greg O'Brien has suggested doing wine tastings. I think we've discovered a new, adult event series for KGNU!!

2) We are working on the following events:

**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.... John took GAI's manager up to the Odd Fellow's Hall last week, and he's pretty keen on the idea of doing this show at that venue.

KGNU Gospel Brunch: October (?), Swallow Hill, Denver

Event Bosses: Sam Fuqua, John Schaefer, Meredith Carson

Partner with Swallow Hill, do it there in Daniels Hall. We're still fleshing this one out, working with Swallow Hill for a date. They're trying to come up with what their perfect idea of a gospel brunch might be, and then we'll see what our combined vision might be. There's a possibility of a sponsor for this event.

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 now that 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 the end of the year. John and Sam and I continue to work on an event with Devotchka – it's just a matter of finding time in their schedule, but we're on the case. Please feel free to let me know any ideas you have to contribute to these or other events.

Submitted by Meredith Carson, June 7, 2010