

MINUTES OF THE KGNU BOARD OF DIRECTORS MEETING
Tuesday, July 13, 2010
1400 Walnut, Boulder, CO

Board Members Present:

Barry Gilbert
Meredith Carson
David Wilson - phone
Steve Strenge
Sam Fuqua
Ken Fricklas
Judy Trompeter
Chris O'Riley

Board Members Absent:

Basit Mustafa
Marge Taniwaki (Leave of absence)

Staff:

Annie Sugar

Guests:

Steven Sherman-Boemker
Joy Barrett
Guy Erickson
Paul Mischo
Tim O'Shea

6:05pm - Meeting called to order by Barry Gilbert

Minutes of June meeting approved unanimously.
Public comment – none

STATION MANAGERS REPORT: Sam Fuqua

FM power increase

By the end of July we should have FCC approval to broadcast at 4000 watts barring any complaints (none so far).

Reception is better in some parts of north and southeast Denver, but not as good in central Denver. Evan Perkins will create a map of signal strength.

The signal reception is worse in Longmont. It's possible that power cables were hooked up wrong during installation. Tower engineers will be going up onto tower on Monday the 20th to replace the STL antennae and feed line. While they are up there they will check the power cable configuration. The cost for the STL upgrade will be \$3000 plus \$70/hr. labor.

Staff is considering marketing plans for Denver to shift Denver listeners to 88.5fm once the FCC approves the power increase.

Underwriting & Development Positions

Applications for the Underwriting position closed on Monday the 12th. Sam & Basit will go over resumes and hope to hire someone by the end of the month.

Development director position update:

Annie Sugar's last day is the 23rd. of July

Sam will work on job description for the Development Director and have it for review by the August board meeting. If approved, it will be posted in late August and we hope to have the position filled by October.

Summer Mini-Drive

Begins Thursday, July 15, and runs through midday Sunday, July 18.

The goal is \$20,000. The main message of the drive is the importance of independent radio programming.

Events

Our annual summer music event, The Charles Sawtelle Gnu Mountain Jam, is set for this Sunday, July 18, 11:30 am-4:30 pm at the Gold Hill Inn.

For the third year in a row, KGNU will broadcast live from RockyGrass during Old Grass Gnu Grass on Saturday, July 24, 9:00-Noon.

Judy asked about Maeve Conran's status.

Maeve's maternity leave is up in early August. She will help with mini-drive and be in intermittently until her leave is over.

NFCB conference update: Sam had attended the conference last month and said he got some good outreach and marketing ideas, got up to date on some new regulations, and had a generally good experience.

PTFP funding update – PTFP is a federal program that provides matching \$ to purchase equipment. It is targeted for elimination by the Obama administration in the omnibus budget bill. Board will help write letters to representatives to continue funding.

KGNU Community Advisory Board Meeting Update

All 4 people Sam has recruited attended the meeting and have agreed to serve on CAB and attend semi-annual meetings. CAB is currently looking for a fifth member. Everyone agreed that geographic, gender, age, and ethnic diversity should be considered in assembling the board and recruiting the fifth member. CAB member Thia Gonzales suggested on-air CAB announcements during specific KGNU programs that reach a particular demographic.

Sam presented the names and descriptions of new CAB members to the board.

Sam moved that the board approve the new CAB members.

Judy seconded the motion.

Motion passed unanimously.

Underwriting Policy

KGNU made a conscious decision to increase underwriting a few years ago without compromising on air sound, however we have had some recent complaints about increased underwriting.

Sam has decided to develop a draft set of underwriting guidelines.

- Underwriting must comply with FCC rules
- We will focus on Colorado-based businesses and organizations.
- KGNU has the right to refuse anyone
- There can be up to 3 spots per hour at 15-20 seconds in length.
- All underwriters will be reviewed with respect to the "Contribution Policy"
- There is no current limit on how many spots one entity can buy.

Board will take a month to go over the draft underwriting policy. It will be added to the August meeting agenda and the board will vote on it at that time.

7:15pm - Break

BUDGET REPORT: Sam Fuqua

Basit was supposed to give the budget report, but he is absent.

Sam, Basit, and Mike Massa have looked at numbers.

They have developed a draft budget for FY 2011 as well as a contingency budget. These will be presented at the August board meeting, with final approval of the budget coming at the September meeting.

Judy brought up that we don't have the budget numbers that had been promised by June 20th.

Sam said that he will get the numbers from Mike Massa and forward them to the board ASAP.

DEVCOM REPORT: Judy Trompeter

House party update – Basit, Meredith, Barry, Chris, Ken/Nile will host parties this summer.

Sam will go over old house party list to see if past hosts could do another one.

Board thanked Annie Sugar for her 2 years of work as Development Director and especially of her work in getting one of our lenders to forgive their loan of \$250,000.

Annie spoke of recently attending the Public Media & Development Conference and will submit a summary of her experience at a later time.

OTHER BUSINESS:

Judy would like to talk about what progress we are making as a board and how the board and station are functioning. She will email specific suggestions to the board for discussion with hopes to add this item to the August board meeting agenda.

PRESENTATION OF THE NEW PLAYLIST & PROGRAM LOG APPLICATIONS: Barry Gilbert.

Barry gave a computer presentation of the new playlist and program log software that is in development.

8:30pm – Meeting adjourned