

MINUTES OF THE KGNU BOARD OF DIRECTORS MEETING

Monday, October 8th, 2012

700 Kalamath, Denver, CO

Board Members Present:

Barry Gilbert, Chair

Meredith Carson, Vice-chair

Chris O'Riley, Secretary

Sam Fuqua, Ex Officio, non-voting

Ken Fricklas

Steve Strenge

Jon Walton

Board Members Absent:

Basit Mustafa, Treasurer

Lu Contreras

Robin Van Norman

Guests:

Dave Ashton

Louis Wolfe

6:04pm - Meeting called to order by Barry Gilbert

September 2012 minutes approved.

PUBLIC COMMENT:

Louis Wolfe of the KGNU Community Advisory Board introduced himself.

STATION MANAGERS REPORT: Sam Fuqua

Membership Drive

The drive starts Wednesday October 10 and runs through Saturday the 20th. The goal is \$200,000. Our pre-drive renewal total is ahead of last fall's pre-drive. Our current challenge grant total is around \$25,000, a little bit less than Fall 2011. We will use the Iceland trip giveaway as an extra incentive. We will continue to emphasize the payment options that work best for KGNU: monthly giving (SOLR) and immediate payment by card.

We will be offering the recent Amy Goodman talk as well as her new book as premiums. Drive highlights include Eugene Chadborn live on Friday the 12th ASA, and the Grateful Dead Special live from OZO Coffee on the 13th.

Recent Problems at Transmitter Sites

One of the power supply units for the FM transmitter failed in early September, and a leak was discovered in the pressurized line that feeds the antenna. These problems were repaired in mid-September at a cost of @\$3000.

Last week, workers at Denver Drywall—home of our AM transmitter and antenna—accidentally cut the ISDN line that sends our programming to that transmitter. 1390 AM was off for several hours until Century Link was able to complete an emergency repair. Total cost is not yet known but we expect it to be paid in full by Denver Drywall.

Phones at Boulder Studio

Last spring, we switched the phone and office internet service in Boulder to Comcast. Since that time we have experienced frequent problems with both, especially the phone service. It was decided last month to break our contract and terminate the Comcast service. We have signed with Cbeyond, who provided KGNU phone service for two years (2007-2009) without any problems. We hope to have the switchover completed before the drive starts Wednesday. If Comcast decides to contest our decision to break the contract, we believe there is ample evidence (including their own service records) to support our decision.

Dave Ashton is conducting a survey of KGNU volunteers for his Master's Degree. It should be ready after the drive via Survey Monkey. Hopefully the survey will show how we can better the volunteer experience at the station. The results will be presented at next month's board meeting.

BUDGET COMMITTEE REPORT: Sam Fuqua

There was no budget committee meeting this past month due to Mike Massa's busy schedule. Basit will give a complete review of our FY12 performance at the November 12th annual meeting.

EVENTS COMMITTEE REPORT: Meredith Carson

Past events:

Icelandic Music Event – Wednesday, September 29, Gothic Theatre, Denver:

John Schaefer coordinated this event, which included a free concert by four Icelandic singer-songwriters paired with four local musicians (chosen by John) to do four short duo sets. It was a huge success, and has opened up a nice relationship with Icelandic Airlines, who sponsored the event.

Icelandic Airlines has given us a free trip to Iceland (airfare, hotel, etc.), which we are using as a drawing for the fall drive. Anyone who pledges during the fall drive will be automatically entered in the drawing. The winner will be picked at noon on Saturday, 10/20. In addition, Icelandic Airlines bought a big chunk of underwriting on KGNU.

Amy Goodman – October 2, 7:00 pm

Another big success – The event was sold out and netted \$3957, we will get a cut of the book sales as well.

Postponed 2012 Events:

Mouse's Pie-R-Square Dance :

We didn't hold the event this year, but are definitely holding it in 2013, possibly at a different time of year.

Upcoming 2013 events:

Mardi Gras, Saturday, February 2, Avalon Ballroom, Boulder:

This will reprise our partnership with Colorado Friends of Cajun and Zydeco from last year's successful Mardi Gras event. We have contracted the Avalon as well as the band. Shawna has contacted Oskar Blues about furnishing food again this time, and will work on beer donations. There will probably be an auction again, as well.

35th Anniversary Concert – April, 2013

We're just starting to work on this one. We want to duplicate the success we at our 30th Anniversary Concert at the Boulder Theatre. We'll try to get the same venue for this show, and artists are being approached now. We'll need extensive sponsorship to match the success we had in 2008.

Wine, Bourbon, and/or Tequila Tastings

Ken Fricklas knows some local distillers who are interested in working with KGNU on this type of event. We will do one or more in 2013.

DEVELOPMENT COMMITTEE REPORT: Submitted by Robin Van Norman

Amy Goodman:

The committee worked with Shawna & Sam to plan the Amy Goodman talk & help with the meet and greet donor appreciation event before the talk. KGNU raised \$3957 (net) from the event plus we'll receive proceeds from books sold, and received two new members. We also made contact with a staff member of the Bohemian Foundation.

Dining on Air:

- We had three larger parties: Nikki, Barry/Ginger/Yukari, & Roe/Rene
- A family dinner was held - Kortess
- John Bollinger held a different fund raising event, but he solicited \$125 for KGNU
- The Denver party took in just \$60, but was great outreach.
- Total raised from all Dining On Air events was \$3052

Items to discuss further:

- More involvement of board members
- We heard it wasn't a good time of the year
- Talk to Hosts for additional feedback and lessons learned
- Discuss how often to plan these

Upcoming Development events:

Mardi Gras – First Weekend in February - solicit business sponsorships
Year End mail appeal
Colorado Giving Day – December
KGNU's 35th Anniversary concert - solicit business sponsorships

Other business:

We are planning thank you calls after the October Pledge Drive.
There was discussion of a minutes/agenda repository.
The next Devcom meeting scheduled for Oct. 24th.

PLANNING FOR ANNUAL MEETING: Barry Gilbert

Barry will send out an email to request an annual report from each committee chair. The reports should list accomplishments for 2012, what worked and what needs to be improved, and projects and goals for 2013.

Each KGNU staff member will give a 5 minute year-end report.

There will be a short 5 minute time at the end of the meeting for any other business or comments from attendees.

OTHER BUSINESS:

-Thanks to Ken for including KGNU in the recent Ted-X conference.
-Steve had a question about people from different groups passing out flyers outside of the Amy Goodman talk. Sam stated that it is within the realm of free speech, but we can ask them to do it outside the building if we want to.

7:03 pm - Meeting adjourned

Membership Drive

The drive starts Wednesday (10/10) and runs through Saturday, 10/20. Goal = \$200,000. Our pre-drive renewal total is ahead of last fall's pre-drive. Our current challenge grant total is about where it was at this time in Fall 2011 (@\$27,500). During this election year, we will be emphasizing the importance of independent media to democracy, as well as KGNU's local focus and our beautiful music programming. We will use the Iceland trip giveaway as an extra incentive. We will continue to emphasize the payment options that work best for KGNU: monthly giving (SOLR) and immediate payment by card.

Recent Problems at Transmitter Sites

One of the power supply units for the FM transmitter failed in early September. And a leak was discovered in the pressurized line that feeds the antenna. Leaks can allow water into the system which can compromise the signal strength. These problems were repaired in mid-September at a cost of @\$3000.

Last week, workers at Denver Drywall—home of our AM transmitter and antenna—accidentally cut the ISDN line that sends our programming to that transmitter. 1390 AM was off for several hours until Century Link was able to complete an emergency repair. Total cost is not yet known but we expect it to be paid in full by Denver Drywall.

Phones at Boulder Studio

Last spring, we switched the phone and office internet service in Boulder to Comcast. The price was competitive and the download speeds were significantly faster. But we have experienced frequent problems with both, especially the phone service. I decided last month to break our contract and terminate the Comcast service. I did not want to go into our single largest fundraiser—the Fall Membership Drive—at significant risk of phone outages. We have signed with Cbeyond and they are working to complete the switchover today, so we have time to test the service before the drive starts Wednesday. Cbeyond provided KGNU phone service for two years (2007-2009) without any problems (we switched because another vendor offered a better price).

If Comcast decides to contest our decision to break the contract, we believe there is ample evidence (including their own service records) to support our decision.

Sam Fuqua

Events Committee Report
October, 2012

Past events:

Icelandic Music Event – Wednesday, September 29, Gothic Theatre, Denver: John Schaefer coordinated this event, which includee a free concert by four Icelandic singer-songwriters paired with four local musicians (chosen by John) to do four short duo sets. This was sponsored by Icelandic Airlines, which gave us a free trip to Iceland (airfare, hotel, etc.), which we are using as a drawing for the fall drive, to entice people to join at a certain \$\$ level to be entered in the drawing. And Icelandic Airlines will bought a big chunk of underwriting on KGNU. It was a huge success, and has opened up a nice relationship with Icelandic Airlines that might develop into airline tickets for future drives, future events, all kinds of things. It also brought in a big contingent of people who didn't know about KGNU, which was a huge bonus.

Amy Goodman – October 2, 7:00 pm

Another big success – Amy filled the room and grossed \$3957 for KGNU.

Postponed 2012 Events:

Mouse's Pie-R-Square Dance : We'll didn't hold this event this year. The committee hasn't really got a plan, and we have a lot going on this fall. Sam spoke to Fergus and Elena, and they agreed it might be a good idea to skip it this year. It's never a big moneymaker, but it's a sweet, fun event, and usually brings in a little dough, so to speak.... So we'll try again in 2013 on this one.

Upcoming 2013 events:

Mardi Gras, Saturday, February 2, Avalon Ballroom, Boulder:

This will reprise our partner ship with Colorado Friends of Cajun and Zydeco from last year's successful Mardi Gras event. It's already well underway. We have contracted the Avalon. We have contracted the band. CFCZ is paying upfront for these two – we'll pay them back at settlement. Dan Willging, who is on CFCZ's board, is talking to Oskar Blues again about furnishing Cajun food for us to sell. Having done this once, we have a pretty good idea about how many volunteers, etc., we need. It should be another big success.

35th Anniversary Concert – April, 2013

We're just starting to work on this one. We want to duplicate the success we had with Tim and Mollie O'Brien and Rich Moore five years ago, at our 30th Anniversary Concert at the Boulder Theatre. We'll try to get the same venue for this show, and artists are being approached now. We'll need extensive sponsorship to match the success we had in 2008. If you know of anyone who might want to sponsor this event, please contact me. Stay tuned for more details.

Wine, Bourbon and/or Tequila Tastings: The events committee discussed possibly holding one of these before the end of the year. Fall (late October, first half of November) would be a good time. Venue might be the same – the Outlook worked pretty well for us last time. They never even billed us for the food!

Submitted by Meredith Carson
Chair, KGNU Events Committee

DevCom Report - September 2012

Amy Goodman Event: Worked with Shawna & Sam to plan & help with the meet and greet donor appreciation event prior to Amy Goodman's talk on Oct. 2nd. Suggested potential new KGNU members/donors to invite. As you all know, KGNU raised \$3957 (net) from the event plus will receive proceeds from books sold, received two new members and the possibility of many new members from the event including making contact with a staff member of the Bohemian Foundation. Will discuss followup with Bohemian Foundation contact and ideas for other successful events like this one at upcoming meetings.

Dining on Air: Had short discussion and will continue discussion on lessons learned from Dining on Air:

- We had three larger parties: Nikki, Barry/Ginger/Yukari & Roe/Rene
- A family dinner was held - Kortez
- John Bollinger (holding another fund raising event, but he solicited) - \$125
- Denver party took in just \$60. but was great outreach, met a few folks that will probably be getting involved in KGNU, a lot of 30-somethings
- Total raised - \$3052
- To Discuss further:
- More involvement of board members
- We heard it wasn't a good time of the year
- Talk to Hosts for additional feedback and lessons learned
- Discuss how often to plan these

Upcoming Development events:

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Year End mail appeal

Colorado Giving Day – December

KGNU's 35th Anniversary concert - solicit business sponsorships

Planning thank you calls after October Pledge Drive

Discussion of a minutes/agenda repository

Next Devcom meeting scheduled for Oct. 24th

