

MINUTES OF THE KGNU BOARD OF DIRECTORS MEETING
Monday, December 10th, 2012
700 Kalamath, Denver, CO

Board Members Present:

Barry Gilbert, Chair
Basit Mustafa, Treasurer - via phone
Chris O'Riley, Secretary
Sam Fuqua, Ex Officio, non-voting
Robin Van Norman
Jon Walton – via phone
Ken Fricklas

Board Members Absent:

Meredith Carson, Vice-chair
Lu Contreras

Guests:

Dave Ashton
Marge Taniwaki
Eugene Stan
Daria Laverne
Donovan Mahka

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

November 2012 minutes approved with a modified paragraph concerning the second volunteer survey.

STATION MANAGERS REPORT: Sam Fuqua

Fall Drive & End of Year Giving Update

Our 2012 Fall Drive total stands at @ \$195K. Board member calls to non-renewals this week should bring in at least a couple thousand, closing out the total at just below \$200K.

We raised over \$10,000 on Colorado Gives Day (Dec. 4th). That's over 20% more than we raised last year. It is unclear how much this day will impact KGNU's end of year giving letter to our members.

Our spring 2013 Membership Drive is set for March 13-23.

AM Transmitter

A critical module in the AM transmitter failed just before Thanksgiving. We were forced to drop to half power on 1390 AM while that module was repaired by the manufacturer. Shipping time and the holiday delayed the process but the repair was completed and we are back up to full power.

All Station Retreat

We have set our annual All Station Retreat for Saturday, January 26, beginning at 9:00 AM and going until 4:00 or 5:00 PM. This year it is in Boulder, location TBD, but possibly at the Outlook Hotel. We plan for our usual mix of full group discussions and breakout sessions on specific topics. Please send me your ideas (and thanks to those who already have).

Capital Campaign

Sam has begun contacting prospective major donors for a capital campaign centered on 4700 Walnut. We have three goals for the campaign: paying off the mortgage, upgrading the equipment, and continuing to improve energy efficiency. We expect to launch a public phase of the campaign in early 2013.

Some of the equipment upgrades include digital boards for each studio, a digital AM signal, new HVAC units on east side of building, and an emergency gas generator.

Please come to our annual Holiday Party, Thursday 12/13 at 5:30-8:30 PM at the Boulder studios!

IT COMMITTEE REPORT: Barry Gilbert

There was an unexpected bill from the company that hosts our website that was due to KGNU exceeding our bandwidth limit. Most of that increased bandwidth was from people accessing our archives. We are now copying our archives to new host that will host it for free as we are a non-profit. We will be allowed 3T of bandwidth per month.

We did a demo of COMRAD, our new on-air playlist and log, at the recent Rocky Mountain Community Radio conference. KDUR Durango, located at Ft. Lewis College, wants to help make contributions to the program with help from the college IT resources. We are waiting to hear back from them.

John, Evan, & Barry are continuing work on the digital library.

DEVELOPMENT COMMITTEE REPORT: Robin Van Norman

The committee has completed thank you calls to all new members and to all those who contributed \$200 and up during the recent pledge drive.

Kenneth Flowe came to the last meeting to discuss his underwriting work, to solicit ideas, and to make suggestions. He discussed emailing or sending a survey to KGNU volunteers to see what ideas they have for possible underwriters for KGNU. He has the most success with underwriters that have an event with an expiration date, nonprofits, small companies with an owner on site, law firms, holistic product companies, indoor gardening, solar companies, and any organization that likes KGNU!

Sam discussed the quiet phase of the capital campaign and asked us to send him the names of any possible donors to the campaign.

The next DevCom meeting is scheduled for Wednesday January 30th.

ANNUAL RETREAT PLANNING: Sam Fuqua 2013 All Station Retreat—Possible Topics

Survey Results

- Discussion of survey results and trends

KGNU Core Values

- What are they?
- Are we living up to them? If so, what's working? If not, how can we improve?

Communication

- General information sharing
 - Ways to improve internal communication, both one-on-one interactions and broader communication with all volunteers
- Ways to make more volunteers feel more connected to KGNU
- Improving follow thru
- Engaging broader communities (listeners, Boulder/Denver residents)

Roles & Responsibilities

- Board
- Volunteers
- Staff

Strategic Planning

- How do we present who we are?
- Where do we want KGNU to be in five years?

- How do we get there?
- How do we increase listenership?
 - How do we attract a more diverse population both inside and outside the station?
(people of color, younger people)

Improving Training/How-To Workshops

- Improved mentoring
- News production
- Music library
- How to pitch a story
- How to do outreach for KGNU
- Producing a “dot org” segment

The board and the guest attendees then began an open ended discussion about the retreat and possible topics for the general and breakout sessions.

One topic was to develop some sort of marketing to reach out to younger people. This would include tools such as social media tools and podcasts to get the word out about specific shows.

Marge and Daria brought up the need to increase volunteer retention, the state of staff/volunteer relations, and the creation of a volunteer enrichment committee. The proposed volunteer committee could deal with the concerns of volunteers of color, who gets on air, how volunteers are treated, and a better way to air grievances. KGNU needs to make the volunteers feel needed and wanted, and to make the volunteer experience more fulfilling.

It was agreed that some sort of volunteer committee is needed and Barry said that a volunteer committee will be chartered in 2013.

There was a discussion on using the retreat to help define the direction and mission of the proposed committee, what deliverables the committee would produce, and what is it empowered to do. We need to define the culture of KGNU, what we want KGNU to look like, and what we want KGNU to be.

It was brought up that there are many good ideas presented at the annual retreats that never get implemented. It would be good if this time we had a facilitator who was familiar with KGNU and could steer the discussion in a direction that would produce results.

Another topic of discussion was looking at a more formal mentorship program so that new volunteers could find answers on how to find their way around KGNU, who to ask if they have questions, and how to get things done.

The board and staff will solicit input from the volunteers on these issues in order to send out some concrete ideas to everyone by early January.

OTHER BUSINESS:

We took a moment to remember board member and long time volunteer Steve Strenge who recently passed away.

7:58 pm - Meeting adjourned