

KGNU Board of Directors Meeting Minutes

Monday, August 14, 2017

KGNU Denver Studios

700 Kalamath St., Denver, CO 80204

Board Members attending

Jon Walton, Board Chair

Liz Lane, Vice Chair

Jeannie Brisson, Treasurer – teleconferencing

Risë Keller, Secretary

Roz Brown

Rebekah Hartman

Barbara Stern

Tim (Timo) Russo, Ex officio

Board Members absent

Elena Klaver

Public attending

Dave Ashton

Cat Jaffee

Raj Rawat

Tim Rohrer

Marge Taniwaki

Louis Wolfe

6:02 pm – Meeting called to order

July Board meeting minutes approved

Public Comment

Raj had many positive things to say about KGNU.

Biannual (2016) Volunteer Survey Results – Dave A

Dave Ashton presented the 2016 volunteer survey results at the August 2017 Board meeting. Risë will work with Dave to develop a summary of these results to share with the volunteers and anyone interested. Liz offered to set up a Doodle poll and host a

meeting for Board members at her home to develop plans for responding to specific ideas and criticisms.

KGNU Station Manager Report – Tim

Summer Membership Drive: The KGNU Summer Membership Drive ran from July 11-16. The results were good. We reached our \$30,000 summer goal. The overall response from the community was quite positive with roughly 300 contributions and nearly 50 new members. We used new video screens in the red studio and a signage app that helped us push important shows goals and thank you information to both the red studio hosts, phone captains, as well as the Denver hosts on air. In general there was positive feedback from show captains and hosts. The studio screens helped to reduce a lot of paper clutter and confusion caused by excess paper messaging. There are steps that will be taken to improve the system and to employ studios screens on a regular basis so that DJs and hosts become more accustomed to retrieving up to date fundraising and outreach information as well as pledge drive information via the screens on a daily basis.

SVP: KGNU continues to work with its SVP co-lead partners to define project and strategy maps for the upcoming year of collaboration. These include, HR, KGNU Expansion (including web redesign, digital upgrade and building expansion) and encompass Communications and Development requirements to effectively achieve the aforementioned projects.

Summer Festival and Activities: KGNU held a fun and successful Charles Sawtelle Mountain Jam in late July. RockyGrass was live-streamed and broadcast on KGNU's terrestrial signals again this year. There was roughly \$650 in tip jar contributions as well as a small handful of new members who joined after listening online. The Arise Festival was also live streamed for the entirety of the 3-day festival. Listening stats are not in at this writing and there were a few logistical complications that our Music Director is evaluating in order to prepare for future festival broadcasts. The outreach team has been very busy with the myriad of summer festivals and KGNU's presence increased significantly at these summer events over the last two years. New tools are being developed to help increase the effectiveness of the outreach program. The KGNU CD and Record Sale is coming up later this month. Events Committee will report on the Mtn Jam and the upcoming Record Sale.

Capital Tax Investment Renewal Initiative: On July 25th, KGNU and 7 other non-profit community organizations were invited by City Council to give presentations of project proposals to be included in a package in the Boulder City Capital Tax

Investment Renewal Initiative. Tim Russo gave the presentation on behalf of KGNU. Jon Walton also offered a 2 minute public comment in support of the KGNU expansion proposal. The KGNU proposal to City Council was well received with few questions asked and a super majority straw-poll in support of the proposal. In a separate agenda item this evening there will be a more in-depth update on this issue.

Executive Committee: The Board's Executive Committee met on Tuesday, August 8th to set the agenda for this board meeting.

Capital Investment Tax Renewal Ballot Initiative Update – Tim

City Council will meet on August 15th at 7pm for a second reading of the ballot initiative. It will be a public session to discuss updated staff recommendations. The information packet prepared by city staff for the upcoming City Council meeting can be found at

https://www-static.bouldercolorado.gov/docs/2017_08_15_Agenda_Packet_final-1-201708101751.pdf?_ga=2.172904548.617674770.1502124247-697050503.1485550918.

Please read Agenda item 5A between pages 217 and 289 to familiarize yourselves with the current proposed ballot language and the projects that could be included in the initiative. Should KGNU be selected to be a part of the ballot initiative, the ballot initiative may be a 5-year-tax core package including as many as 8 non-profit organizations to be placed on the November ballot, IF adopted by Boulder City Council. If passed in the November elections, as currently presented, KGNU would be the beneficiary of a 1-to-1 matching grant of \$1.25 million to expand our current Boulder facilities into a multicultural Community Media Center. Coburn Partners architecture and construction firm, local to Boulder, performed an initial (pro bono) feasibility study on the proposed KGNU project and budget and determined that the 4700 Walnut St. building seems to have been initially designed and zoned to be a two-story building. Coburn's initial projected construction budget based on the Red Pencil Architecture concept design shows that the expansion and upgrade could be done within the \$2.5 million estimate. The complete capital investment project proposals submitted by all city and community organizations can be found here <https://bouldercolorado.gov/planning/capital-tax-renewal>.

A meeting of the Executive Directors of the community organizations, initially recommended to be included in the ballot, was held at KGNU during the second week of August to begin discussing possible next steps to hiring a collective campaign manager to run a collaborative campaign to educate the Boulder City citizens about the benefits of renewing the Community, Culture and Safety tax initiative in the November 2017 elections. Initial total campaign cost estimates (for all organizations

involved) are \$25,000. For reference, the 2014 2A campaign cost \$27,000 and was divided between participating organizations. (Renewal initiatives traditionally cost less to promote.)

A summary of the meeting for the KGNU Board can be found at

https://docs.google.com/a/kgnu.org/document/d/1nRWSgw0EugTa74VxjIRM-X_xkW84sXZiC2jR085BRE0/edit?usp=sharing.

Met with other Executive Directors to consider campaign managers.

City staff recommended removing BMOCA from this year's proposal. They are considering whether to include the downtown cinema proposal. Tim Rohrer said if BMOCA is dropped, the campaign cost will still be the same but would have to be spread over the remaining organizations, meaning that KGNU's share of campaign costs would go up. Some Council members are considering a three-year timeline instead of five-year timeline. Tim Rohrer pointed out this would not necessarily mean we only have three years to raise the matching funds.

(Note: *Boulder Daily Camera* story about what will be included in the ballot initiative: http://www.dailycamera.com/news/boulder/ci_31223442/boulder-council-seeks-vote-r-support-four-year-capital)

Development Committee – Liz

Ron Nadel resigned as chair of the committee at the last meeting but said he will continue to serve as chair until we find a replacement. He has provided a working job description for the role of Development Committee chair.

DevCom is planning a cocktail party planned for individuals interested in our Legacy giving program at 6pm, Thursday, Sept. 28.

Budget Committee – Jeannie

The Budget committee met on July 26th to continue preparation of the fiscal year 2018 (FY18) Budget, to go over the June P&L, and to go over the balance sheet.

Members in attendance were Tim Russo, Sarah Shirazi, Barbara Stern, and Jeannie Brisson. Roz Brown attended a portion of the meeting to present the 40th Anniversary information.

P&L through June

Income: Our total income line item is at 97% of budget. Special Events, Studio Production Time, and Volunteer Training are still performing well above projections. Business and Industry Match, Car Donations, and Unrestricted Grants are still coming in well under budget. We are discussing ways to promote the Business and Industry Match program. Car Donations have been addressed by switching to a nonprofit

company that should increase revenues and be easier to report. The SVP grant has yet to post at \$12,500 and should offset some of the Unrestricted Grants shortfall. There should be some activity under the Raffles line item before the end of the year, which was budgeted at \$1,200 for the year. There was some activity at the Charles and there are still a lot of summer festivals to promote this.

Expenses: Our total expense line item is at 100% but running over by about \$2,600. Fund Drive, Hospitality and Professional Development are well over budget. Professional Development will adjust somewhat with the posting of a grants check to offset NFCB costs. The IT line item should start to even out due to some adjustments. We are well positioned to come in at budget. Employee benefits will post a tax refund that will bring this line item significantly under budget before the end of the fiscal year. Total shortfall on the June P&L is \$23,104.

FY18 Budget: We are on track to have a budget to present at the September board meeting.

Announcements

Upcoming Record & CD Sale: 700 Kalamath St. in Denver (our Denver studios) on Sunday August 27th from 11:00am-5:00pm and again Friday Sept 1st (coinciding with our Denver station's 13th Anniversary volunteer appreciation event) from 5:00-9:00pm.

Face to Face SVP training: "Boards with Brains: How to Make the Big Ask" on Friday Sept. 15, 8:30-10:30am. Visit <http://svpbouldercounty.org> for details. Cost is about \$40. If you're planning on going, let Tim Russo know so he can get a head count.

Volunteer appreciation party planned for September 1 (last First Friday of the summer in the Santa Fe Arts District): We will have live music.

40th Anniversary Assembly Update – Roz

August was our sixth monthly meeting to discuss the 40th anniversary goals and activities. We have had really good turnout for each meeting. We have broken the work into four areas: Fundraising Events & Celebrations, Publicity & Advertising, On-air Programming to highlight the 40th, and Sponsorship and Fundraising (separate from fundraising events).

Fundraising Events & Celebrations: In addition to the six events we normally do (Mardi Gras, Plant Sale, The Charles, CD & Record Sale, Funky Good Times, and Arugula), we are developing plans for the following events:

- Saturday, April 28 - Daniel Ellsberg speaking event
- Amy Goodman and possibly another speaker event - we have reached out to a few of those in the other category but haven't had an affirmative response; we are now drafting a letter to jump-start finding other potential speakers.
- Museum of Boulder (formerly Boulder History Museum): 40th Anniversary display and reception at their new location on Pine & Broadway
- Resurrecting the Dining On Air Event;
- Volunteer Appreciation Event
- Big Bash at the Boulder Theater

Sean and Indra are trying to secure a headliner for this by the end of September; otherwise, we'll rethink the Big Bash. We are also looking into a larger location for the Mardi Gras event with a higher profile band. We are looking at how to elevate all of the existing events with an eye toward making more money and raising more awareness in new communities who don't yet know us, and generating new memberships.

Publicity and Advertising: We are meeting with the artist who has agreed to work with us on branding next week. Also the social media campaign is set begin late in the year along with press releases, advertising, etc. We are generating ideas for the next KGNU Magazine, which we hope to have out in March 2018.

On-air programming: We will begin many of these activities, including finding event sponsors, in September, when folks are back from summer vacations.

Our next 40th Anniversary Assembly meeting will be on Weds., Sept. 13 at 6pm, at the Boulder studios.

New Business

FY18 Budget: Timo presented the latest version of the fiscal year 2018 budget.

Board Member Recruitment: Barbara said we need to find new Board members and be creative about how we get new people on the Board. This issue will be considered at the September meeting.

8:53 pm - Meeting adjourned