

KVNF Board of Directors Meeting 10 January 2005

KVNF Board of Directors Meeting
First State Bank Community Room, Delta
10 January 2005

Board members present: Felix Belmont, Brian Cambria, A. Paul Douglas, Paul Gibb, Dennis Grunkemeyer, Cynthia Hines, Mike Chamness, Norma Philipps, Adam Silverstein, Wayne Wiitanen

Staff member: Sally Kane

Silverstein called the meeting to order at 8:04 PM.

Hines read the Mission statement.

Douglas moved and Gibb seconded a motion that the minutes of the December Board meeting be approved as distributed. Passed unanimously.

Grunkemeyer gave a brief report on the status of the building project. A permit to begin demolition is in place and demolition is expected to start the week of 17 January. Douglas will work with Grunkemeyer on this aspect of the project. Tom Lindblom (project architect), Jeremy Werlin (contractor), Jeff Reynolds and Grunkemeyer will be in Denver this week to view out the construction of the new Colorado Public Radio (CPR) studios. A mini-charrette will be held with REG and interested contractors on 20 January.

Grunkemeyer moved and Hines seconded a motion to authorize Lindblom to create construction documents for the building project retroactive to 7 January 2005. Passed unanimously.

Sally Kane presented the Station Manager's report (attached) and drew attention to the two letters from KVNF's auditors (attached).

The Board supported Kane's transition from Station Manager to General Manager and the appointment of Philip Hassinger as Chief Financial Officer. The Executive committee will present revised job descriptions to the Board at their February meeting to facilitate this changeover.

The Board reaffirmed its right to review and approve all legal documents, and that the President of the Board is empowered to sign such documents.

Hines presented the Outreach committee report (attached). The Board expressed its appreciation for all of the effort put into outreach by Hines.

The Board directed that the Outreach and Development committees be combined into a 'Development/Outreach' committee.

Hines presented a brief financial summary (attached).

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Gibb presented a summary of building project financial requirements:

<i>Expense category</i>	<i>Expense</i>
Equipment	\$175,000.00
Building purchase	\$200,000.00
Renovation construction	\$480,000.00
Construction documents, engineering	\$55,000.00
Fund raising costs	\$45,000.00
Total	\$955,000.00

<i>Income category</i>	<i>Income</i>
Already spent	\$86,000.00
In the bank	\$78,000.00
PTFP grant	\$124,000.00
Total	\$288,000.00

\$667,000 needs to be raised. A grant application will be sent to the Kresge foundation requesting \$333,500. This amount will be matched with \$333,500 of local giving. Gibb emphasized the need for various contingency plans (being worked on) and the necessity for close coordination between the Development/Outreach committee and the Building Project Team. *Gibb moved and Phillips second a motion that the Board approve a preliminary budget of \$955,000 for the Capital Campaign, contingent of completion of construction documents and the more refined cost estimate contained therein, of which \$288,000 have already been expended leaving \$667,000 as a fund raising goal. Passed unanimously.*

Belmont urged that a one paragraph summary of the Capital Campaign budget be prepared for use by the Development/Outreach committee. Gibb concurred.

A discussion of programming policy was centered on the document produced by Grunkemeyer, Hines, and Wiitanen. *Cambria moved and Douglas seconded a motion that the Board accept the policy statement, as revised, as the programming policy of KVNF to be administered by the General Manager. Passed unanimously. (A copy of the revised policy is attached.)*

A discussion of a protocol for decision making relative to the building renovation project was based on a proposal made by Silverstein. *Chamness moved and Grunkemeyer seconded a motion that the Board approve the 'critical path' decision making policy as amended. Passed unanimously. (A copy of the amended policy is attached.)*

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To facilitate the work of the Board *Cambria moved and Douglas seconded a motion that Grunkemeyer step down as Vice President, Hines be appointed Vice President, and Gibb be appointed Treasurer. Motion passed unanimously.*

The officers of the Corporation are:

President:	Adam Silverstein
Vice President:	Cynthia Hines
Treasurer	Paul Gibb
Secretary:	Wayne Wiitanen

A copy of the revised Board of Directors roster is attached.

Wiitanen moved and Grunkemeyer seconded a motion to adjourn. Motion passed unanimously.

Meeting was adjourned at 10:08 PM.

Respectfully submitted,

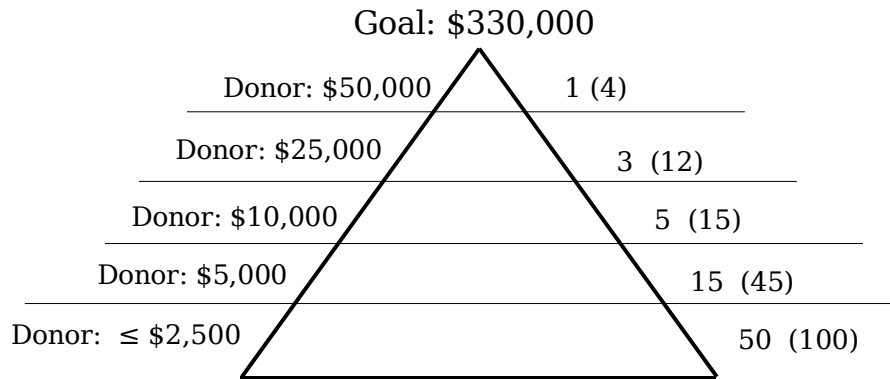
Wayne Wiitanen, Secretary

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Appendix to the Minutes

Prior to the regular meeting of the Board Amy McBride of the Western Colorado Congress gave a talk on fund raising techniques. The following are brief notes from that talk.

McBride indicated that the Board needed to create a giving chart. After some interactive discussion the following chart was developed:



KVNF Giving Chart

Sally Kane provided the following information on the current distribution of donations to the project:

<i>Donation range</i>	<i>Number of donors</i>	<i>Amount</i>
\$0 – 499	154	\$8,500.00
\$500 – 999	14	\$7,000.00
\$1000 – 4999	24	\$24,000.00
\$5000 – 9999	5	\$25,000.00
≥ \$10000	2	\$40,000.00
Total	199	\$104,500.00

McBride stressed that we should ask donors for what we need – don't be shy.

Prospect ABCs:

- A – Ability to give
- B – Belief in the KVNF cause
- C – Contacts, contacts, contacts

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Methods for locating additional prospective donors:

1. Ask current donors for names of others
2. Hold house parties
3. Utilize lists of attendees at KVNF events
4. Lists of second home owners in each listening area (Assessor has such lists)
5. Mailings (trolling for donors) Any responses should be cultivated.

Approaching major donors:

Build a Case to Build Your Base

Real-life stories are very effective

Tie new building to better service to listeners – WIIFM (what's in it for me?)

Standard approach:

One page letter form a Board members (on special stationery)

Connection with donor

Current status of the project

Needs and setting up a meeting

Make call for an appointment

Meet in a non-distracting area

Follow up on meeting

Establish fund raising committees in each outlying community

Involve the community

Tap into contacts that locals have

Create local 'honorary' fund raisers

The KVNF Board of Directors wishes to thank Amy McBride for her most valuable guidance.

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KVNF Community Radio Programming Policy

Adopted by Board of Directors 10 January 2005

It is the policy of KVNF Community Radio that the station's programming must reflect the objectives and values defined in its mission statement. In order to determine our community's educational, informational, cultural and entertainment needs, KVNF will:

- Gain an understanding of our regional needs by cultivating and encouraging participation from members throughout our entire listening area via outreach and community participation.
- Solicit input, advice and guidance from an active Community Advisory Board, the programming committee, on-air programmers, listeners and staff.
- Utilize any and all sources of reliable data.

Because democracy is based on a well informed electorate, it is essential that debate on major social and political issues be made available to the listening public. KVNF stands as a staunch supporter of the first amendment right of free speech. It shall be the policy of KVNF to air in a responsible way opposing and especially minority points of view on political and social issues. To this end KVNF will endeavor to serve our community's education, information, cultural and entertainment needs by providing a forum for the civil exchange of differing views. This must be conducted in a respectful manner that seeks to inform the listener and to enhance understanding and develop ongoing dialog among community members. Such programming will be separate from music programming, where editorializing is not permitted. The final responsibility for KVNF's programming decisions lies with the General Manager, with guidance from the KVNF Programming Committee, which in turn collates and interprets input from the Community Advisory Board, staff, on-air programmers, and listeners. The General Manager is charged with the responsibility to make sure on-air programming time is allocated in accordance with the four mission statement categories: Culture, Education, Entertainment music, and News and Information.

The General Manager will submit clearly defined procedures for making programming decisions to the Board of Directors so that it may understand the process under which these decisions are made. Any change to these procedures must be submitted to the Board in a timely fashion. Any decisions that contemplate basic, fundamental changes to KVNF's programming and the execution thereof (such as eliminating NPR, converting to an all music or all news format, replacing volunteer programmers with paid staff or any other changes that would alter KVNF's programming in a highly significant way) will be made by the Board of Directors in consultation with the General Manager, Community Advisory Board, staff, programming committee, on-air programmers and members.

All programming on KVNF must adhere to ALL FCC regulations.

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Building Decision Process / Critical Path

Adopted by the Board of Directors 10 January 2005

The KVNF Board of Directors shall review and approve current construction/plan documents, status reports, and expenditure/budget reports on the building project at each monthly meeting until construction is complete.

The Building Project Team shall coordinate day to day decisions on the project via ongoing weekly meetings. Projects and Tasks shall be tracked via the 'project.kvnf.org' project web site. Board members and other interested parties can use this tool for keeping track of ongoing discussions.

KVNF's architect or builder will develop a construction budget, identifying major project time-lines, milestones, expenditures and/or construction phases.

KVNF must have access to sufficient resources to complete a phase before beginning that phase.