

KVNF Board of Directors Meeting 18 December 2006

KVNF Board of Directors Meeting
KVNF, Belmont Building
18 December 2006

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

Absent: Bill Wilson

Staff: Sally Kane, Philip Hassinger

Public: none

President Cynthia Hines called the meeting to order at 6:43 PM and read the mission statement to start the meeting.

Bailey moved and Grunkemeyer seconded a motion that the minutes of the October 28th Board meeting be approved as distributed. Passed unanimously.

Cambria moved and Grunkemeyer seconded a motion: that all monthly Board meetings be regular business meetings. Passed unanimously.

Hines discussed the development report (attached) that was distributed to members earlier by e-mail. She noted that Christie Young has tendered her resignation. The report indicates that KVNF fund-raising should focus mainly on what it does best: pledge drives and on-air auction. Pledge drives need to generate about \$100,000. Some "on-site" events are planned for summer. DJs need to be involved more in the process of fund-raising. Major donors need to be sought outside of the North Fork area! Will be developing legacy giving. A toolbox of techniques will be developed to suggest different ways of approaching different kinds of donors. When talking with possible donors a menu of options should be available for discussion. Emphasis should be placed on donations for holiday on-air auction throughout the year. Good follow up is a necessity. Mentioning donors during the on-air auction needs to be emphasized. We want to increase on-air auction income. A separate web-based auction was suggested. On-air auction needs to be spread over several evenings instead of being concentrated on a Saturday. A web-based pledge day was suggested. The phone people need to be better trained. A "motivational person" was suggested for this. The next big event is the Blue Sky event in Montrose. A display is needed for KVNF's table. Kane enumerated the following to do items:

1. Make sure subscription system has been implemented
2. Finish lapsed member calls
3. Implement renewal notifications

Grunkemeyer discussed the financial reports prepared and distributed earlier by Hassinger. Grunkemeyer proposed making graphical representations to abstract the essential information from the more detailed reports. Belmont stressed the importance of having budget versus actual year-to-date information. Some revisions to signers on various financial instruments were made: Silverstein and Hassinger to be removed as signers from the CD at FNB of Hotchkiss and Kane and Grunkemeyer added.

Grunkemeyer moved and Bailey seconded the following motion: that Sally Kane be authorized to borrow up to \$15,000 to meet December expenses. Passed unanimously.

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The Finance Committee will work on a more general motion regarding borrowing authority to be presented to the Board at their next regular meeting.

Kane discussed the Station Manager's report (attached).. She indicated that the Events Coordinator will most likely be a contractor. Underwriting sales will be small salary plus commission. As Brita has become a key staff member, Pamela Hassinger has been providing backup for her. The signal to Grand Junction is poor and Jon Banks will be going up there this week to check it out. Underwriting pricing and distribution over the weekly calendar needs review.

Grunkemeyer reported that the acoustic treatment of the "bamboo room" is nearly completed. Kane pointed out that we need a facilities management plan and an on-call plan. There will be a mock FCC inspection this year.

Philipps reported that the station's Programming Committee is very active and committed and working well. The focus has shifted from moving shows around the calendar to actual programming discussion. They are collecting information from other radio stations as to how they handle programming. Kane indicated that one project is strengthening mid-day edition, making it more topic oriented.

Bailey reported on his investigation of "policy governance" stating that it is working well for the Montrose Board of Realtors. He reported that KZYX uses the technique. He provided some books that Kane and Hines will study. Their findings will be a subject for the Board retreat in February.

Hines led a discussion of planning for the February Board retreat (February 9, 10). A white paper will be created as a guide for discussion. It will include contributions from staff, the Finance Committee, the Development Committee, and the Programming Committee. The challenges of starting up a news department were extensively discussed. One format for regional news was suggested: a "magazine" format with "headline" news. KVNF needs to develop a relationship with other newspapers and community radio stations. Hines will finalize arrangements with Chipeta Sun Lodge. Ideas for the next CAB meeting will be discussed by email.

Cambria moved and Philipps seconded a motion to go into executive session.

The Board went into executive session at 9:03 PM and returned to its regular business meeting at 9:25 PM.

Bailey moved and Silverstein seconded: That Sally Kane be given a bonus for 2006 that amounts to the difference between her current salary and \$40,000. Passed unanimously.

Silverstein moved and Cambria seconded a motion for adjournment.

Meeting adjourned at 9:28 PM.

Respectfully submitted,

Wayne Wiitanen, Secretary