

**KVNF Board of Directors Meeting
Chamber of Commerce Meeting Room, Delta
16 July 2007**

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

Absent: Adam Silverstein

Staff: Sally Kane

President Cynthia Hines called the meeting to order at 6:34 PM.

Philipps moved and Grunkemeyer seconded a motion that the minutes of the June 25, 2007 Board meeting be approved as distributed. Passed unanimously.

Grunkemeyer summarized the current financial position of the station and answered questions. In general we are on track with respect to fund raising. Grant income is behind but steps are being taken to attempt to remedy the situation. Payroll is under budget and will remain so to the end of the fiscal year. Cash flow looks OK and we will probably not need to borrow against our line of credit. Kane announced that Jon Banks agreed to cut his bill in half. Hines agreed to send Banks a letter of appreciation on behalf of the Board.

Kane reviewed the General Manager's report that was distributed by eMail earlier (copy attached). A call for candidates for Board of Directors positions (3) that are up for election will be inserted in the newsletter. Kane asked that the Board of Directors Policy Handbook be renamed the KVNF Policy Handbook. The Board agreed. Kane will look into how increased DJ participation in KVNF activities can be activated.

Kane reviewed with the Board a Powerpoint presentation on "Trends in Public Radio Fund raising" (copy of slides attached). The main points are:

1. Number of donors is declining but average give has increased
2. Although listenership has remained fairly constant, as has the core group of members, membership has been declining
3. Retention rate has been declining
4. On a national basis
 1. More revenue from fewer givers
 2. One cause of decline is flat to lower listening
 3. Revenue gains from average gifts shows an increase
 4. Additional giving and retention shows a decline
 5. Greatest donor and revenue growth is at \$250+
5. Applicability
 1. Not true of all stations
 2. Many stations have a growing audience and givers
 3. Don't assume membership growth is impossible
 4. Practices important to growth
 1. Retention of members
 2. Recapturing lapsed membership
 5. Changing times require new strategies
 6. Actions that can be used to advantage
 1. Deepen relationships with most loyal and generous givers
 2. Increase philanthropic giving with gift clubs, sustained giving, and one-time major gifts
 3. Strong cultivation and stewardship
6. Donors seek a vision in which to invest. They are:
 1. Younger

KVNF Board of Directors Meeting 25 June 2007

2. More diverse (women, people of color, etc)
3. Smarter about their philanthropy
4. More apt to question and challenge
5. Research their causes
6. Impatient with non-profit bureaucracy, distrust lack of transparency and accountability
7. Components of success
 1. Provide a clear mission and vision
 2. Be donor-centered
 3. Use resources wisely and show that we do that
 4. Be open and accountable
 5. Emphasize service to community, not need

A general discussion ensued concerning major donors. Belmont and Kane have been successful in acquiring some additional donations. It appeared clear to the Board that an approach needs to be developed to get non-member listeners to become members.

The status of the strategic plan was discussed briefly. A white paper will be prepared prior to the Board's August mini-retreat as a discussion basis for a 3-year strategic plan. Planning to establish an endowment fund will be postponed; however, a policy will be prepared for dealing with unexpected legacy gifts. The policy will address:

1. Acceptance of the gift
2. Categories of use for an un-stipulated gift
3. Handling of technical details by Western Colorado Community Foundation

Dates of importance:

- Annual meeting October 27
- Annual report information due October 15
- Post notice of annual meeting October 12
- Publish notice of annual meeting in DCI October 8

Wiitanen moved and Bailey seconded a motion that the meeting be adjourned. Passed unanimously.

Meeting adjourned at 8:49 PM.

Respectfully submitted,

Wayne Wiitanen, Secretary

Attachments: General Manager's Report, Powerpoint presentation slides

General Manager's Report
KVNF Board of Director's Meeting
July 16th, 2007
Delta Chamber Office

Administration: We have received our RLAIIF check and the G&L Fund challenge grant. The finance Committee met on the 3rd of July in a very busy atmosphere due to the holiday open house that was going on. Financial statements were reviewed and Dennis will have a full report as stated on the agenda. I'll be attending the Montrose City Council meeting on the 19th with Bill Wilson so we can get on their radar since I filed a funding request with them. Felix and I are planning to attend the Delta Commissioner's meeting on the 23rd as we also have a request in to them for inclusion in their annual budget on an ongoing basis. These two requests total \$2,000 and are intended for operating expenses. Major donor contributions are starting to come in again thanks to the renewed effort to get the campaign goals finished off. So far we are in receipt of \$3,250 from that and have another \$8,500 pledged and arriving soon. Happily, we will be transferring money from checking into savings this month. I have back burnered revision of the policy manual for some time now and see the need to get that project wrapped up. There are new policy pieces that have already been approved and simply need inclusion and other areas where review is in order. I will shoot for getting the updates finished before annual meeting so that we can start our new fiscal year clean and. We originally titled the manual "Board of Director's Handbook". Since it contains all our policy I am thinking we should amend the title to "KVNF Policy Manual". Board meetings, Program Committee meetings, and the GM report are all posted on the bulleting board in the hallway leading to the equipment room. I would be happy to post the CAB minutes there to if the board wishes. The web streaming royalties issue is building toward the July 15th deadline and I have no word whether or not a stay has been issued. I will let you know as soon as I know something.

Program: The listserv has been very lively lately with conversations about editorializing and missing music as big topics. Our program policy does not specify much about editorializing and Wayne forwarded me a piece of policy from December '05 that spells some of it out. The mystery was that neither of us remembers the history of the policy. I have copies of it for you so we can collectively remember. Just as it takes a village to raise a child, it appears to take a village to remember the recent past...at least, it does for me these days! The Program Committee has one proposal on the table. I attended their last meeting and continue to marvel at their dedication and hard work. We have suspended the youth radio show due to logistical and scheduling concerns and are now seeking input from the youth and the PC to explore what sort of form a youth program at KVNF should take. In the meantime we have extended an invitation to qualified youth DJ's to join the sub pool. The schedule on Saturday from 5 to 7 now includes documentary programming at 5 and news at 6. Turn It Up continues at its regular time of 7 pm. We've been getting positive feedback on Midday Edition and have transitioned to Monday and Wednesday issues forums, Friday Arts and Entertainment (Talking Music show), and Tuesday and Thursdays the regular syndicated programming. We are not creating all the programming for the issues forums in house and are tapping into PRX and other sources but we are building contacts and ideas and taking steps toward that.

Development: Our primary focus has been on outreach this month. We took the show on the road with Ridgway and Lake City. Most importantly, people were so glad to see us in their communities and we also brought in 2 new members from Lake City, sold merchandise, and landed a new Underwriting contract for a grand total of \$599. In Ridgway we also signed up 2 new members, visited a bunch of Underwriters, and sold merchandise for a total of \$175. Our Open House during Cherry Days created a stream of people touring the new building. Everyone was suitably impressed. We gained a new member and sold CD's and other merchandise for a grand total of \$192. In our staff meeting this week we identified some things to improve: change the date in Ridgway to a time when there is something going on there, get DJ's to join us for more interviews and face time with listeners, and call in to the on air DJ more regularly instead of just sending audio files. Overall, I fully support these activities and would like to see our summers focused on them and expand our presence to other events in the coming years. The auction items are posted on the website and look great. We already have over \$18,000 in items and Suzi has kicked into high gear on the getaway packages so things are looking good. We have scheduled another staff meeting for July 31st to get pledge drive preparations underway. Among our plans are new premiums (including something interesting but inexpensive that every single pledger would get), a film screening, and a strong early push among listeners to "buy back the drive". We'll go until we reach our \$50,000 goal but hopefully that will be in record time. Our Underwriting income stream continues to be strong and exceed budgeted goals. The sales rep position has been well worth it and we are all very happy to have Nancy on our staff team. Please remember that the next newsletter is scheduled to be mailed on August 29th and the deadline for material to be submitted is August 10th. We will include the early pledge pitch and encourage more monthly giving. Our maiden e-newsletter went out this month to a list of 68 members and was well received. Brita made that happen and did a nice job with it. We hope to grow this list.

Operations: Jeff and I will review the mock inspection check list on the 17th. The inspector arrives on the 20th and we are in good shape for things. We are pretty sure that a fan died at the raspberry site since we lost our signal when the weather got so hot. Jeff has ordered anew fan and Jon Banks suggests that we plan on replacing it every three or 4 years since we keep running into this problem. Ongoing projects continue to be our petition for reinstatement that is pending, our letter to Cumulus (which Steve is drafting), the Wakefield easement, and a housekeeping detail of updating FCC paperwork on the exact location of our microwave down link to Wakefield. We have had some difficulties with Content depot during the news hour but it is coming from their side so all we can do is hang in there until all the bugs are worked out. Automation train wrecks continue mostly due to operator error and we are taking care of those on a case by case basis with the DJ's. I've asked the staff to submit any large item requests to me now as Philip and I will be drafting next years budget in August. Jeff will be on vacation in September and he and I have identified a punch list to finish before he leaves as well as a project list to start on his return. We are making some progress on the building punch list with Jack McDaniel building our mail cubbies and Dennis working on finalizing estimates for the break room, front façade, and multi purpose room. Our wonder volunteer Margrit Yates continues to clean the building beautifully. Her new schedule is 6 hours every other week. I would love for the board to send her a thank you card for that. It's a very generous and

valuable contribution on her part.

Overall, I am feeling very blessed with the staff team here. I think we are getting the bases covered and taking steps every day toward the goal of a smooth running vital organization. I hope to galvanize greater DJ participation in pledge drive, outreach, and underwriter appreciation efforts. The music library labeling and database project will be another project that needs DJ involvement which we will be stepping up this winter. I am meeting with John Moore this Friday to begin forward movement on increasing our small grant income stream so I will be updating you on that as well. I missed my deadline on staff evaluations and might look at moving the time frame for that from June to August as it dovetails nicely with the budget process and never seems to be easy to accomplish in June. There you have it....that's my story for the month and I'm sticking to it. Thanks for your support and for the opportunity to be part of KVNF. I am very appreciative of this organization and my job.