

KPTZ Board Meeting Minutes 6/17/14

Attendance: Larry Stein, Nora Petrich, Steve Shapiro, Colin Foden, Larry Dennison, Jacqueline Mention, Mari Mullen

Last meeting's minutes approved by the Larries.

Station Report: Nora

Finished reporting period. Sound Exchange accepted the report. Colin says its a better process than before. Accuracy up quite a bit. Larry asks to know how important the time stamp is. Colin replies that it doesn't need to be accurate, but you do need to have one. The lack of streaming "crawl" was discussed AGAIN. Still no solution known. Nora will look into it.

Nora wants approval on a number for what we want to pay the Youuses. For the end of 2014 we'll owe them \$2169. We owe \$1932 right now. The Board moves to pay them the \$1500 we budgeted for and owe them more later. Incidentally: they love the radio station.

Nora asked that Bill move forward with tower inspection because insurance requires it.

Whidbey station wrap up: Good process. Still believe it was the right decision. Bill wrote with a "silver lining": showing a map of what our 2200 watt coverage looks like.

Underwriting: Kim Johns has signed up as our underwriting salesperson. But she just left town for a week. We haven't heard from her since. She got one renewal so far. Larry believe she's the right kind of person. Nothing but good reports about her. Peninsula-wide experience. We need to impress the urgency of this upon her. Larry D suggests we have her sit in on the next meeting.

Finance Report: Steve

Our current cash: \$109991 Savings: \$30617. Everything balances out because of the way we have our two fundraisers; we get an influx right when we become tapped out. \$677 a month from sustaining members. But we only projected for \$416. Balance per month is projected as good assuming that we take in \$2000 a month from underwriting and have a fundraiser in September and a December mailer. We haven't seen any unsolicited gifts for the month of June, but in May we were over our projected amount. Dependent on quite a few unknowns.

Progress report on our Strategic Goals:

1. no progress made on hiring a full time General Manager. Colin suggests we look for someone before we have the money in place. Most of the board disagrees. We should define exactly what we want and what money we'd be prepared to pay. Steve will lead this task. Larry D will assist. Larry S will aid in contacting one comparable California station.
2. membership is much higher than we anticipated during Spring drive. Will find out how it stacks up next to our strategic goal of 550 members.
3. growing towards exceptional programming with every new show. continuing to strive for targeting new audiences.
4. Space plan: need to do this. Should instate a committee for this. Because the city extended the lease for 15 years we aren't in imminent danger of being kicked out. Colin and Nora are the committee. Larry D will join this committee.

5. Working hard on our first responder services. Colin believes the local emergency people are using 91.9 on their monthly alert system. Colin will look into whether we can get posted on a "blue road sign" for emergency radio tuning.
6. We have a 7 person board. Colin and Larry are on their way out so Board Development Committee needs to continue identifying and pursuing candidates with a focus in major fundraising.
7. Our underwriting sales are still low but we've hired a salesperson and are hopefully making steps towards our \$18,000 net goal.
8. Volunteer base is expanding. Nora hasn't been able to get any new volunteers to take on full days or half days. But people are willing to cover from time to time. Not moving in the quality direction. Down in day managers.
9. Next meeting we can discuss how we can attain the goal of preparing ourselves financially for the next stage of growth.

Board Development: Colin and Mari

We need a Board Secretary. Colin will get the job description out and Jacqueline will consider being a part time secretary for the half of the year she is here.

Jacqueline will find an appropriate place to post the approved board minutes. Make sure our strategic plan is on the website. Larry D will look into getting help on creating a business and/or marketing plan.

Marketing: Mari and Jacqueline

Nora suggests the budget is lowered for the Rhody Parade next year. By January next year we should have a Rhody person identified and in place. The board will sign a note to officially thank Carrie and Liz.

Flagship Programs: Compass being a flagship is going well. Got one post on the web and one on Facebook. Larry is identifying other candidates for flagship programs. Tossed Salad would be a good one to begin promoting regularly.

Community Card: The only feedback we've received has been one business who wasn't hearing their name on the air. Haven't heard much feedback.

Nora would like to order more bumper stickers.

Marketing committee will schedule a meeting.

Programming: Larry

Had a training and have enough people to coordinate our summer live broadcast schedule.

We'll promo our broadcasting the sold out Voice Works concert online and on Facebook.

Public Radio Exchange (PRX): Finally joined at the level \$640 to get access to all the free programs and 39 hours of paid programs. Internet only download. The shows we want to carry are migrating over to this system. We can also put our own shows up for other stations to carry.

PRI: they have offered to waive our initiation fee but we'd still need to pay for each show. But it does seem far from our mission to air these shows.

NPR content depot: Larry suggests we step down from being a satellite station and become only a downloading station. This is part of a satellite system, which we have but are not using. Larry doesn't see us using the satellite. We are currently paying NPR as if we are a satellite station, but we are not and don't plan to be. We will make the decision of whether or not to abandon being a satellite station at the next meeting.

Luke Burbank: host of LiveWire in Portland. His show fits our demographic, and was available on PRX but it got taken over by PRI. But since he's a friend, PRI is letting us carry it for \$200 a quarter. Larry proposes we run it for 6 months and see how it goes. Will start it on Saturdays. We should figure out an efficient way to gauge its popularity with our listeners.

Washington State Housing Commission: Larry D

Colin, Larry, Jacqueline, and Mari will meet with Sharon Meeks on Friday at 4 to explore our options.

Fundraising:

Mari and Jacqueline and Steve will get together to talk about a September fundraiser.

Rick is still not invoicing us on the salmon.

Rotary update: still haven't rewarded their grant from back in March.

Volunteer Hours go up by about 500 hour every month.

Steve suggests a non-profit partnership with a list of local non-profits. We can divvy this up amongst the board for approaching possible partners. Steve will elaborate on this at the next board meeting.

Emergency Preparedness:

Colin will accept Judy Alexander's invitation for KPTZ to have a booth at the All County Picnic this year. This year we will be more involved and will promote it on air more.

Next Meeting: Tuesday, July 15th 9:30am