Carbondale Community Access Radio

Subject: Regular KDNK Board Meeting Mar 18, 2019
Location: KDNK classroom
In Attendance: Bruce Garr, Kara Silbernagel, Chris Hassig, Rick Burrows, Scott Levine, Shoshana Rosenthal
Staff: Gavin Dahl, Erin Galbreath
By Phone: Dustin Cole, Jero Bennett
Absent: Andi Korber, April Spaulding
Call to Order: *5:39* pm

Topic:	**Discussion Points:**	**Action Items:**
• Check-In	Hi from Raleigh, who is back!	
• KDNK University	Skipped this month.	
• Public input	No public present.	
• Minutes	Feb minutes approval tabled until next month. Wasn't emailed for review.	Both will be emailed before next meeting
• GM Budget Review	Govt and foundation grants looking up: Pitkin and Garfield County Grants, private foundation opportunities WSRR grant last year misfiled under commercial studio production Belongs in grants. 46 (Commercial Studio Production) is corrected to $200/month for year. Other exciting opportunities that Gavin and Erin are pursuing. Labor of Love end of year budget: moneys from 2018 auction are still trickling in Major revamp of Labor of Love in the works:	Early start on Labor of Love

	New location at CoVenture Co-located with Cup Auction Online Items Start asking early to get bigger items, generally earlier start Member Preview the night before with live broadcast	critical to success, start looking out for items, especially big ticket ones, now Will talk to Marianne Ackerman who used to run it to hear her best practices
	Bruce: There should be a “bible” for how to do events best. Archive best practices for future boards/staff Erin: That is beginning to happen in Google Drive and can continue to be accumulated and organized with each passing event. Gavin: Trello perhaps Kids Movie Night - Exciting sponsorship opportunities Bingo Nights - Will kick into gear soon - Rick can help plan as final committee work. Community Space Rentals - Band Rehearsals: Raleigh adds flexibility to News Dept so they no longer need as much quiet time -- can allow nights for bands in practice Members only stuff in the space. Scooter for summer auction.	Google drive organization of notes on events should become ongoing cooperative project Does it need to be fixed? Take a look at it.
	Membership: Spring Drive coming soon. Reconfiguration of membership budget categories to separate commission-based revenue (BCGs) from simple memberships covered in previous meetings. Live broadcast income is focus for revenue growth in underwriting. Record Club: Thanks to Rob Pew & Susan Taylor for a generous	

	first gift to the Record Club this year New budget document shows some edits: 1. New Bequest line in Documents (line 44) - Will not be budgeted but will have own category 2. Membership & Underwriting expense category fixed - BCGs 3. Payroll expenses added into direct deposit fees Trying to make numbers as clear as possible. Kara: Try to make our thinking behind these changes clear for future Boards Jero: Hopefully we will just bring more clarity to the budget over time and the benefits of these changes will be self-evident Broadcast Supplies/ Equipment is up but no permanent engineer, result is slightly lower overall engineering costs. What were specific tech expenses last year? NAS Server Hardware upgrades DAD Hoot expenses: $3,000 of $9,200 was cash bank for making change. $2,500 on sound and lights last year $350 on posters $200+ for tent $300+ for porta-potties Dues / Subscriptions /Fees down due to: No Greater Public No Thursday Rotary No Backdrop expense NFCB billed twice last year PMDMC added to professional development expense last year, otherwise professional development is taking a dip to help meet budget	Get more granular tech expenses going forward Scott and Bruce will follow up with contacts to reduce some of our event expenses

	Scott: Target off-site expenses for reduction, use connections through board for getting discounts, favors, used gear Erin: Explore partnerships with other organizations if certain gear can be collectively bought and shared NPR Expenses: Membership Dues Programming Digital Services Satellite Interconnect Bruce: Breakout NPR expenses for more granular detail Summary: total numbers have not changed from November approved Budget, only certain categories have been edited and cleaned up or changed for clarity. Aggressive strategies already coming into focus to meet high target budget numbers.	Specific NPR expenses will be given their own line in the budget going forward Budget document will be marked Edited (Date) when these cleanups and clarifications have been effected.
● GM Report:	FINANCES Grants committee met March 5 and in the past month we've applied for grants from Report for America, Laura Jane Musser Fund, and Aspen Thrift. The annual financial audit by Cutler & Associates was scheduled for last week, but due to the bomb cyclone, auditor Uli is rescheduling for early April. We've delivered almost everything she's asked for, but we're still finishing up our tracking of in-kind professional service trades.	

	New underwriters: 5 Point Film Festival, Independence Pass Foundation & Aspen Tree Service. MEMBERSHIP DRIVE Spring Membership Drive kicks off March 20. We've had a great response to Early Bird and raised over $27,000 so far. That does not include BCGs, which we plan to add to the books as they air and get matched. That also does not include over $4000 in pledges made by Lapsed members during the 6 Phone Banks conducted so far. Our goal is $80,000. We are seeking food donations to feed volunteers and staff for morning shifts 7:30-10:30AM and 3-6PM from Wednesday through April First Friday. We have a list of restaurants we'll be asking but are also checking with board members to see if you want to cook a breakfast or a dinner. We have several live broadcasts planned during membership drive, with more details TBA soon. EVENTS Carbondale Chamber Biz After Hours is Wednesday from 5:30-7 at KDNK, with partners Lift Up Carbondale, Carbondale Beer Works, Peppino's Pizza, and United Way Battlement to the Bells. We are asking attendees to bring a box of healthy cereal, one of Lift Up's most requested items. KDNK Ladies Arm Wrestling returns to Phat Thai this Saturday night at 9pm. Thanks to Aloha Mountain Cyclery and High Q for sponsoring. KDNK and AZYEP will broadcast live from Glenwood Middle School dance on April 4, from 6-8pm. The KDNK Thank You Shindig is Saturday April 6th from 5-7pm at the Village Smithy. All members are welcome. Pearl & Wood will perform live and we'll have free food and free drinks.	

	TECH Tech Committee met on February 26th. We outlined our goals for the year, like tracking metrics. Lewan and Louie are setting up our new Xerox printer, which was delivered last week. Pitkin County engineer Drew Petersen provided this answer to explain why 99.9 sometimes comes in better in Aspen and Snowmass than the translator that feeds it, 88.3. His best guess is that since the Jack Rabbit site that powers 99.9 has a direct line of sight and an antenna with a considerably higher gain than any antenna on a car or indoor radio, the 99.9 receiver can still pick up a clear signal from 88.3 even if listeners on the valley floor hear fuzz on the radio dial. PROGRAMMING Charlando con Crystal, Valley Voices, and Immigrant Stories are up for CBA awards on April 12. The next DJ orientation is this Thursday March 21 at 5:15pm at the station. Pastor Mustard, whose bluegrass show has been one of the most popular community music shows on KAJX for the last 14 years, is moving to KDNK. He will take over the Saturday morning timeslot from 8-10AM once he completes the steps required to start a show (including becoming a member, doing three hours of volunteer work, and attending DJ orientation.) Freelance reporter Alycin Bektesh is now contributing to KDNK, after 4 years working for KAJX. ENGAGEMENT I met with new KAJX station manager Tammy Terwelp and gave her a tour of KDNK. She comes to Aspen from KRCC in Colorado Springs, where she's been active in RMCR coalition.	

Staff report:	The Aw Snap & KDNK photo booth at the Green Is the New Black Fashion Show was a big hit with attendees, and Carbondale Arts was happy with our presence. We signed up over 200 people and will be following up soon to work on converting fans to members. Our live broadcast with CORE at the Aspen Center for Physics was excellent, except for about 10 minutes of Internet dropouts halfway through the show. We recovered and aired the last half hour of the event without another hitch. Erin and Crystal and Beth attended the Glen-X Job Fair at Glenwood High School on March 5th. Mark received a scholarship from Western States Public Radio to attend the NPR Station Compact meetings in Las Vegas on March 7 and 8. Greg attended the Basalt Chamber breakfast on March 12 in Basalt. On March 12, Erin completed her three-part development training in Denver, led by Community Resource Center. Erin attended the regional POD meeting along with many other Pitkin County Healthy Community Fund grantees on March 13 in El Jebel. Erin attended three-part development training. Committee needed to develop ticketed dinner for next year. Work out the details of how to do it successfully. Bequest Campaign.	Board should put these initiatives

	Building our contacts up for Record Club etc. Erin will share some strategies.	of Erin's on their radar.
• Board Committee reports: Events Committee	Rick is cutting back a bit as he prepares to move. Number of exciting events in planning. Dandelion Day and membership drive events on horizon.	
Tech Committee	Committee finally met and covered a lot of ground. 88.3 signal, DAD upgrades, Storage/ backup discussion, News Department Projects, Digital Assessment and integration with strategic planning survey. Will look more closely at 2018 tech budget next meeting to get more granular tech budget details.	Tech budget details, dovetail digital assessment with strategic plan
Strategic Plan Committee	Some initial things still need to come together.	Get timeline and specific 'ask' finalized with Andi. If Rick has a clear idea of what people need to commit to and more clear talking points, he should be ready to go forth. Specific people with connections should do those asks instead of Rick.

Board Development	Dustin: orientation didn't happen this month, but hopefully will still happen. Historical context and google drive stuff at least. Trying to recruit for need on Board.	No orientation yet formally planned for next month, but could still do it. Google Doc for potential members brainstorm.
New Business	Erin: trying to build the tools for asking for money for board members and make the record club asks happen/be more successful Round of applause was held for Rick Burrows for his contributions to Community Radio.	
Adjourn	7:13pm *Until next time - Monday, April 15th*	