Board of Directors Meeting Minutes

March 24, 2022 5:30 p.m. (postponed from 3/17/22 due to JB's Passing)

3913 Kachemak Way, Homer, AK 99603 (Videoconference via Zoom due to covid-19)

BOD Present: Nicole Arevalo, Robert Purcell, Wayne Aderhold, Jack Cushing, John Anderson;
(Not present: Mel Strydom, Kyle Schneider, Jacques) Quorum?: Y

Staff: Josh Krohn
CAB: none
Visitors: none

1) **Call to Order/Roll Call**: @ 5:34p
2) **Approval of Agenda**: Moved, Robert P; 2nd, John A; No objection- approved.
3) **Introduction of Visitors**: None
4) **Minutes of 2/17/22 Meeting** (approval**)**: Nicole offered corrections
   a) Moved by Nicole A; 2nd Jack C.; no discussion – passed. Minutes will be amended accordingly.
5) **General Manager's Report**: Josh K (see written report)
   a) Covid 19: station restrictions remain (no visitors); plan for 'hybrid' BOD mtg in April
   b. News Dept & Jay's passing: Josh has his hands full; noted news is consuming job; if he's dropping the ball, that's why.
   c. Programming: Josh reviewed details (most in written report): Salmonfest Radio, Concert on the Lawn (6/25), Concert on the Green (July); possibilities for re-couping cost of sending people to do field recordings/broadcasts.
   d. From Strategic Plan: satellite studio in Anchor Pt. … closer to reality as Rachel Brennan & friend, Jay have purchased Mugs & Jugs bldg. Possible studio space (either very cheap or donated space)
   e. Staffing: MASTT (= Mature Alaskan Seeking Training & Tech skills), reauthorized and our new MASTT employee is Jimmy Squires for 25 hrs a week. Needed. A few internship possibilities: Alaska Broadcasters Association, developing PSA's; trade broadcasting in exchange for the value of airing the PSAs; AK National Guard requirements cause problems (format). Another internship program through First Alaskans Institute specifically targeted towards AK Natives, Native Americans and indigenous students; applying for that; haven't heard confirmation. 3rd internship possibility: Americorps (from Desiree – it involves arts and culture). Josh confirmed Des's time in Bethel has been a positive experience for her and will benefit us.
6) **Community Advisory Board**: No meeting; Nicole confirmed with Josh they will meet next week. BOD consensus confirmed not to worry due to other priorities; will expect to hear something in April. Nicole reminded group of need more CAB members – recruit.
7) **Committee Reports:**
   a) **Governance:** (John A. led discussion) Comm met March 9th.
      i) Foraker Board training – if missed February sessions, sign up for the April sessions; improving our Board, including mentoring, orientation and internal cooperation, all critical.

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Expressed concern about current 3 committee structure and whether it can be improved; discuss after Foraker training completed. Concern with compressing unrelated matters (eg finances and facilities) into one committee potentially a waste of time.

ii) Agenda format and recent Strategic Plan - embed into the agenda of BOD meetings; "objectives" of the Strategic Plan guiding the meeting. Intent is streamlining and effectiveness; John deferred to Robert P. to discuss further.

iii) Succession planning & recruitment of BOD members. Likewise, for the CAB. which is currently running 'short'.Discussed ways to support the CAB: involving them more, assigning tasks and enabling involvment in social media presence for the station.

iv) Possibility of inviting sponsors and partners' participation in BOD meetings

v) Presentation on Google Drive (Nicole) as shared document space for collaborative workflow.

vi) Strategic Plan: need prioritization of objectives to the goals; incorporation into the meeting is going to take time and learning curve; expect it to be helpful in making meeting more efficient. More work should be getting done in committee meetings. Just reporting and voting in BOD meetings

vii) GM evaluation is overdue: Robert and John have been assigned to organize, distribute and compile evaluation of Josh – coming soon via email (Robert P). Planned structure/approach might work internally too (for Staff purposes); Josh agreed.

b) **Internal Affairs**: (Nicole had notes, so led discussion)

i) Concert on the Lawn – Logistics, liability insurance. Walkthrough (Josh & Nicole) with Justin at DownEast completed with positive vibe. Layout discussed & agreed, including fencing.

ii) Budget: committee dove into budget items as it will need to be adopted by at least the June meeting (when fiscal year ends); Reviewed monthly financials & cycle of the short-term investments at Edward Jones, committee recommended no change. Josh welcomes input on the budget through IA Committee.

iii) Discussed cost of living adjustment (COLA) for Staff in upcoming budget – Committee recommends 5% (at least) COLA for all staff as being "highly appropriate". Possibly consider higher COLA as we get closer to finalizing budget. (Josh) 5% COLA equates to just over $20k increase to budget.

c) **Public Outreach:** (Nicole A led) She met on 3/1 with Loren (will be out on maternity leave in June); will be need for extra help during Spring fundraising drive (end April) – audio testimonials, challenge grants, or just nudges to friends.

i) Josh will write letter to membership; Shawn is still doing social media; Loren needs help generating for-profit underwriting. (note "info folders" available at the station for BOD to grab and carry)

ii) Noted availablility of magnetic stickers and "rack card" fliers with emergency information for distribution to hotels and other tourist businesses.

8) **Stratagic Plan Review**: The group discussed 3 main areas: Budget, Continuity of Operations (already underway for staff), and Cooperative Agreement with City of Homer (needs to be renewed and Josh hopes to have ready for next Governance Comm). Discussion on individual goals: updating the station's emergency procedures on a yearly basis (ast updated January 2020, Josh and Matt have started); left the journalism and broadcasting internships up – potential funding coming our way; Goal 8 section - all BOD stuff. (Robert) Explained the intent going forward as far as format. (Nicole) Re item #8, which is for CAB and BOD, see if we have any input on objectives or tasks for this goal

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area. (Josh) - when you get on this document also notice that there's an expanded view for the whole document. (Nicole) Confirmed all BOD either have the link to Google Drive or know how to find it, ask her for coaching on how to get there.

9) **Old Business**: None
10) **New Business**:
    - **a)** Volunteers needed for Concert on the Lawn and Fundraising Committee (table at COTL), preferably BOD members.
    - **b)** Fundraising subcommittee is a branch (subset) of the Public Outreach committee. Nicole has proposed review the list every two months and brainstorm new ideas and revamp old ones. (Wayne) Noted his fundraising commitment is to the new 890 Legacy Society; (John) Expressed interest but not sure if he has the time right now. (Jack) Ditto interest, not so good 'on air' but willing to approach businesses etc. (Wayne) Will put Jack's name down under Public Outreach on Committee roster.
    - **c)** (Josh) will get a sign-up sheet for volunteers for Concert On the Lawn put this week. (Nicole) Folder in Google Team drive yet? (Josh) Not sure it actually exists yet. Vendor, performer, etc. applications together already, just need to centralize it.
11) **Action Items**:
    a) Governance Comm: completing work on the GM evaluation form.
    b) Internal Affairs Comm.: Keep working on budget.
    c) Strategic Plan:
        i) Google Drive vs KBBI Server. (Robert) we shouldn't be putting anything on this drive that we wouldn't share with the public, not too concerned with security but is concerned with ease of use; will defer to Josh's expertise and opinion. (Nicole) Concurs, and not just ease, but also interactive for boards without staff assistance. (Wayne) No objection to what Robert said; concern is with inadvertent placement of material on any shared space, such as donor lists; (Robert) Concurred; suggest placing a warning to that effect.
        ii) Item 8/Strategic Plan: see if any ideas for objectives/tasks.
    d) (Josh) Signing up BOD members for Foraker training (April sessions) (Nicole) Dog everyone on BOD to sign themselves up for Foraker training.
12) **Comments** from:
    - **Visitors:** None
    - **Staff:** (Josh) (Josh) Thanks for all the support over the last week and in general ... nice to know we have so many people concerned for us and having our best interests at heart. And thanks for all the offers of assistance last week – may likely need some over the next couple of days. Also, following up on Scott Waterman's idea for collaborating with a local brewery on a labeling effort where a % goes to the station, he's spoken with Karen at Homer Brewing as well as some Staff ideas ("Coffee Table Stout"/ "KPB IPA") and Karen wants to run with it, so that ball is rolling.
    - **Board**
        - (John) Thinks Josh made a good decision maintaining Covid protocols at the station- too early to drop our guard. Didn't know Jay very well, met him a couple times and enjoyed talking to him, thought he did an excellent job and it's a big loss for us, but glad we had him when we did.
        - (Jack) didn't get a chance to know Jay well excepthis voice on the radio, his passing so unfortunate. Also agrees with Covid protocols, another strain is here.

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- (Wayne) Concerns about Josh and the staff. We might consider a little internal (station) gathering when time is right at the Brother Asaiah gazebo to honor Jay. Did FEMA "shelter set up"training this past week. Also noted that besides Jay's passing, we lost Gary Williams (former Mayor, owner of Homer News, etc).
- (Robert) (to Josh) It's hard for an organization to go through challenges you're facing with losing Jay, and also the Covid challenges. And is really appreciative of how Josh takes care of his staff. Thanks for doing that and making it a high priority. That's a sign of leadership.
- (Nicole) Thought first SalmonFest radio episode of season incredible. Wrote to Satchel Pondolfino, Kyra Hardy and Josh to let them know. So glad to hear the show is becoming available statewide and that Bethel and Petersburg are picking it up. Supports Josh taking a few days off to take care of self – important and fully supported by BOD. Had idea to memorialize/honor Jay - make a mug with Jay's image on it to be placed in the mug display case at the Studio - a new action item for self to make it happen. Look for emails encouraging audio recorded pitches for the Fund Drive.

13) **Upcoming meetings:** Next BOD meeting is April 21st. CAB meeting Tuesday, March 29th.
14) **Adjourned:** 7:09p

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