Carbondale Community Access Radio

Meeting Name: KDNK Board of Directors Meeting
Date: April 21st, 2025
Time: 5:30 pm
Location: KDNK Station: 76 S. 7th St. Carbondale, CO 81623

- In attendance in person - Eric, Megan, Ela, Angus, Bridgid, Erin, Mugsy

Item	Details	Notes	Follow Up/Action Items
Start & Welcome	Call to order	Mugsy starts the meeting at 5:36 Acknowledged Pedro has stepped away from the board Erin checks bylaws to confirm we are still meeting our minimum requirements for board members - bylaws do state that there are supposed to be 9 elected board members	Executive committee to review requirements to replace Pedro at First Friday call
Review and Approval of February Minutes		• Erin motions to approve March minutes, Eric 2nds	
GM Report		• Plumbing - First toilet has been reseated. Still waiting on Forrest and some follow ups to fix back bathroom, which may need more work and potential retiling • Couple news related projects - simulcasting this Thursday and co-host with another station on May 9th, scheduled Ron Zastrow to do on-air studio install for May 17th-21st. On-air studio will be closed during this time for installation - staff to work with DJs to navigate easiest way to get music on air. • Received notice of $18,700 from City of Aspen	

		• $500 grant from Rifle Walmart • Membership drive was really good! Felt really slow but made goal on time, at $91k as of today. • Successful Bingo, we made $1,000 • Lip Sync Battle was a bit messy on the coordination side, but very successful. Including sponsorships, we made $4,000 • Megan still needs to follow up on Prius • Screening The Commitments, film about Irish rock band, at Crystal River on May 15th at 7 PM	
Board Discussion		• Scheduled Board & Staff retreat for Tuesday June 24th 9 AM - 12 PM, plan to focus on development strategies. Potluck brunch • Board to meet with staff members individually in May to solicit feedback and prepare for retreat • Meetings will occur to create checks and balances to ensure staff have the opportunity to express grievances.	Ela to follow up with Jonathon to see if we can get photos from last year's retreat Mugsy to create outline of questions and schedule staff meetings and then invite board members to attend as able.
Development Presentation		Bridgid and Morgan present on development plan Shared Insights Brief & Fundraising & Storytelling Strategy via email, documents provide a lot of helpful guidance on how to boost our community engagement and thereby increase membership/major donors. Bridgid and Morgan performed a Communication and Fundraising Assessment, found a lot that's working well but called out some things we can do to boost and enhance current efforts Did peer review of similar radio stations and met with stakeholders to determine effective development strategies	Board to review documents sent over by Bridgid and bring comments and questions back to May meeting; Bridgid to bring information to development committee, Mugsy to bring certain items to events committee.

		Main goal is to reach major donors From all this, came the Fundraising & Storytelling Strategy (see document), essential to bringing in major donors How do we build on what's working and bring more people into the KDNK fold? 1. Gather more stories for campaigns on radio, social media, website, etc. 2. Utilize event goals tracking Need to record more videos and new ways to link people to KDNK from youtube and other websites. Additional benefit of stories allows us to track more information in our annual reports. Recommend using Wealth Screening of current donors in the future - requires software we have to buy, but can help us determine who in our current membership pool we could engage further with. Stewardship Matrix (in documents) ensures equitable inclusion of all members. Recommended some updates to website, based on what other local radio stations are doing on their sites: Color combinations are difficult to read for those with visual impairments	
Committee Updates	○ Finance ○ Events ○ HR ○ Development ○ Tech ○ CAB - Board Liaison	● Ela reviewed Q1 financial report and shared document in drive: on tack for Q1 & Q2, Q3 is going to be a bit tighter and Q4 may be rough depending on what happens with CPB. ● Received 2025 CPB funding, 2026 was allotted by congress but Trump is now trying to rescind it, won't know for sure until Congress reconvenes later in spring. Would lead to a large deficit if we were to lose this in Q4.	Add time for finance committee to present at May meeting & discuss scenario planning

		• Working on transferring $150k from Alpine money market account to Vanguard money market, which has higher rate. • Vanguard is down about 6% YTD, consideration of divesting from stock market due to global economic uncertainty, but no decisions have been made at this time. • Finance committee also wants to implement an easier process for stock donations. • We were at 40/60 for equity and income, but now it's closer to 50/50 due to declining market. Read Tech committee update from Hannah - we'll have to hold off on Zeta vs DAD discussion until we find out what's going to happen with 2026 CPB Dandelion Day coming May 10th - email for volunteers to come out soon Eric and Bridgid to connect on strategies for community engagement	
Adjourn Meeting		• Mugsy adjourns meeting at 7:35	