Board of Directors Meeting Minutes

June 16, 2022, 5:30 p.m.

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

BOD Present: (@Station) Nicole Arevalo, (Zoom) Mel Strydom, John Anderson, Jacques Longpre, Jack Cushing, Robert Purcell *(until lost signal at NB 10a),* Wayne Aderhold

Staff: (@Station) Josh Krohn

CAB: none

Visitors: Paul Allen, Dave Schneider

Quorum?: Yes

1. **Call to Order/Roll Call**: @ 5:31p
2. **Approval of Agenda**: Moved, Jacques L; 2nd, John A.; amend (Nicole A.): add to New Business: a) CPB Anti-Sexual Harassment training (status of takers), b) Foraker training – takeaways (comments) from attendees; Approval by no objection & visual "thumbs up"on screen.
3. **Introduction of Visitors**: Paul Allen, gave a brief summary of his bio (teaching in AK; retired to AK after stint outside), and interests in serving on CAB (prompted by Francie Roberts). Welcomed by Nicole.
4. **Minutes of March & April Meeting** (approval**)**: Moved, Mel S.; 2nd, Robert P.; discussion: Wayne A. questioned the tracking of the final copy of March minutes in the packet (vs what he submitted; more pages); Just for tracking purposes, would like Nicole's initials on the final copy. Agreed. Both sets of minutes approved via "thumbs up" visual (unanimous)
5. **General Manager's Report**: Josh apologized for brevity of his report (due to struggle to cover other station duties).
    a. Covid update: Hoped to relax some mitigation procedures, but several positive cases (including one host/announcer) & close contacts have nixed that posibility. Covered the 10 day absence by calling in some former Staff. Using lots of masks so re-stocked KN-95 supply (has 150 in stock now).
    b. Transmitter maintenance was re-scheduled to tomorrow due to APBI engineer schedule. Note previous report on 'power useage discrepancies' (in IA Comm) was erroneous – was an accounting mistake. For generator at transmitter (down for months), has Tech from AK Diesel Electric coming down July 6th to hopefully repair (with truck full of parts). Also, Josh has ordered replacement batteries for the power backup and hopes to be able to install himself, otherwise will use Liberty Electric.
    c. Concert on the Lawn is proceeding nicely: vendors nearlyset (~75% paid up by vendors & sponsors). Dealing with some power distribution issues at the site (Down East, supplied from building). Want to avoid using a portable generator. Still looking for some volunteers to assist with parking (has 3; needs at least 7 more). Explained how vendors are paying (rates). Still looking for 1 food vendor. $5500 in sponsors; ~$2400 from vendors, which will

cover cost of putting it on. Now predicting to net ~$7800 which doesn't include cost of new sound system which should last many years.

6. **Community Advisory Board** (report): (Nicole) Meeting was scheduled for last Thursday but noone showed up on Zoom. Francie Roberts logged in about an hour late. Spoke with Rachel A.(Chair) and agreed to try for monthly meetings as better plan. Will poll rest of CAB.
7. **Committee Reports:**
    a. **Governance:** (John A.) Did meet with just Josh and Nicole there plus Chair. Reviewed "Single Signer" document; recommended approval. Josh noted that we already carry "D&O" insurance to cover Board; All other policies are curent. Lot's of discussion about recruitment, both BOD and CAB. See Team Drive for list of possible recruits. Decided 'level of donation' is not critical factor for Board but 'recent' is. Noted orientation packet/checklist for new BOD members exists and applies to all BOD. John will generate a list to be talked about at next meeting (7/6/22); all welcome to join in then.
    b. **Internal Affairs: (**Mel) Met twice; Budget is the big issue, with challenge being to get to break even; current budget isn't sustainable with $160k deficit; discussed potential revenue enhancement ideas; all felt the 7.5% COLA in budget is necessary; agreed that the part-time News person ($30k per year) can't be justified now in spite of need; Can fund through reserves this time, but not sustainable; based on Governor Dunleavy's past actions, we're not expecting to get the $75k currently in the budget passed by Legislature. (Josh) Adjustments & revenue enhancement ideas: Although he has someone in mind for part-time News position, they're not available until Fall so there's time to discuss that item and confirmed the new News Director is not counting on it; (Jacques) seems like a no-brainer to pause on that move. (Josh) Health insurace is big item for full-time Staff (6 positions at $12k per member); Met with Staff to discuss their use of this benefit and willingness to change this benefit: 4 are currently covered by Medicaid; several are willing to trade off current program for some other health benefit plan, like a 'reimbursement account'; could possibly shave $20 to $30k from budget; Increasing revenue idea: with Covid situation changing, looking toward more "fun & fundraising" events; more underwriting through local productions, like Seldovia music festival this weekend (with Jeff covering); Josh listed a number of possible options ($10-12k); (Nicole) Please go to Team Drive and add ideas. She put the document on screen and went through those items listed for examples & discussion. (Jacques) Wants an online method (Instagram?) for buying KBBI swag – constant revenue source, like Salty Dawg. All agreed this is good avenue to pursue, including partnering with another business. (Robert) Use "potluck" approach – everyone brings something. (Wayne) In conjunction with "tourist trap" merchandise that every visitor picks up: add a KBBI "join us" card since they can stream the station back home. (Josh) Raising underwriting rates as of July 1 via an incremental approach over next few years to reach parity with other stations; Feels that "membership" has been pulling its share with increasing amounts (expected $135k; getting $150k), but "underwriting" should be pushed; have 630 members in database but most $ coming from about 300 people; there are 3000 to 6000 people out there not supporting the station; (Nicole/Josh) recommend passing 'provisional' budget now, then 'final' in September. (Dave Schneider) Agrees with conversation so far but only realy solution is State support or some other "big" contribution; need to avoid digging into reserves after this year or we are in "near fatal" mode; doesn't see any easy solutions.

(Robert) Need "glide slope" plan for budget … reduced expenses & increased revenues; probability of State contribution is not likely; (Nicole) strong pitch for assuming State will not come through so need to figure it out ourselves; we already have a 'fundraising subcommittee' (Robert) start a 'work group' toward this end; broader than just a sub group of BOD, outside members too; bottom line: if can't improve revenues, we have to lay off Staff; wants to be 'very blunt' about the risks we face & need to be realistic to current trajectory and level of danger faced (Wayne) posed possibility of "shock" by shutting down the station for a time period; to Josh: would this be effective? Threatening layoffs wouldn't be effective (Josh) bad idea; listeners have reacted very negatively (30 to 50% membership revenue drop) to simple changes in programming in the past – it would be a 'death knell'; doesn't like threat to layoff staff either; would rather pursue revenue enhancements; (Jacques) it's not a threat – it's reality; we would get by; he's been through it before; number one priority is keeping the station running; (D Schneider) can't wish ourselves to a balanced budget, which leaves no choice but "staff" as target; it is reality; (Nicole) given this good discussion, need to do two things in tandem: pass 'provisional' budget and establish a working group toward revenue improvement; make this an action item (volunteers from this group + outside people); (Mel) health insurance is top target for improvement; dealt with this in his company with incentive to go with ACA individually; cut it off as soon as possible to reduce losses (Nicole) relayed that Josh has already met with Staff on this subject and received positive feedback; (Josh) insurance premium is paid through December, but will check to see if could back out earlier; (BOD agreed with plan to change this component of budget agressively after backup of Mel's comments by Robert P); **Provisional budget motion**: Mel moved (conditioned on pursuit of reductions discussed above; $130k; Robert 2nd; roll call vote: unanimous. (Nicole): joining 'revenue work group' – Jack, Jacques & Nicole all volunteered

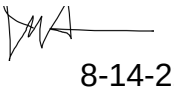
c. **Public Outreach:** (Nicole) Hasn't met since all energy going to Concert on the Lawn; request for volunteers (parking lot or other): Jack, John, Dave S.,

8. **Strategic Plan Review**: Agreed to skip due to length of meeting already
9. **Old Business**: none
10. **New Business:**
    a. **Single Signer Policy** (see full text in agenda packet); vote to accept policy (by show of hands): unanimous [Robert chimed in noting 'signal problems, so may disappear']
    b. **Volunteer appreciation BBQ:** (Nicole) described reasons for having it; timing?; (Wayne) Main concern is Josh's need to get time off; All agreed to delay it til "later"
    c. **CPB Sexual Harassment online training, status of BOD participation:** (Nicole) reminded everyone the link has been sent out, takes ~30 mins, & though not due til September, preferred that everyone complete it earlier;
    d. **Foraker Training, comments by participants:** (Nicole) polled "takers" on value of this training and any takeaway? (Wayne) worthwhile but not 'eye-opening', just confirmed what we're already doing; (Mel) didn't partake; (Jack) enjoyed it but would have liked more on fundraising; (Jacques) didn't like it at all .. no meat, lot's of "blah, blah", lot of time talking about nothing (instructor), doesn't have time for useless activity;
11. **Comments** from:

a. **Visitors:** (Dave S.) Appreciates the invite & work of BOD; thinks we've shined a good light on budget for moving forward.
b. **Board**: (Wayne) sorry but personal commits exclude participation in COTL other than donating tickets; (John) noted weed whacking at transmitter done, appreciated budget discussion detail & eye-opening; (Mel) thanks to Josh for putting budget together & showing serious issues we have, thanks to Nicole for pre-call for meeting, may offer services of one of his kids for COTL; (Jacques) appreciates the honesty & dialogue, getting through it isn't going take one big thing – a number of smaller things required; (Jack) regarding Foraker follow up – thinks things like that are useful to people who have never served on a BOD
c. **Staff:** (Josh) Appreciated patience with what he perceived as a rough budget process as he's been distracted with personnel issues, thinks we're on right track for budget: trim expenses withough directly impacting staff income is probably first & easiest step, in combination with revenue-income; looking forward with working with BOD and involving public; Hope is starting as News Director on Monday & will not be put on air right off but take a week for some training – look for slow transition to 'on air' for probably a week or so;
d. **Nicole:** glad we had opportunity to have full BOD discussion of budget in addition to IA Comm; hoping that chipping away at deficit will generate energy for solutions in fundraising category; happy with this team and abilities & strengths to get some good things going; thanks for all & hoping to see most at COTL.

12. **Upcoming committee meetings:** not identified
13. **Action Items:** a) recruitment of sponsors, vendors & underwriters for COTL, b) (Josh) pursue possbilities for health insurance cost reductions
14. **Adjourned at** 7:25p

/w.a./



8-14-22