Subject: Regular KDNK Board Meeting January 20, 2020
Location: KDNK classroom
In Attendance: Scott Levine, Kara Silbernagel, Chris Hassig, Mac Scott, Aly Sanguily, Adele Craft, John Henderson, Jonathan Stokely
Staff: Gavin Dahl, Lucas Turner
Public: Absent: Dustin Cole, Bruce Garr, Shoshana Rosenthal
Call to Order: 5:38 pm

<table>
<thead>
<tr>
<th>Topic:</th>
<th>Discussion Points:</th>
<th>Action Items:</th>
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<tr>
<td>● Check in</td>
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<td>● Minutes</td>
<td>Kara motioned, Mac seconded to approve the December minutes.</td>
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<td>Unanimous approval.</td>
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<td>● Committee reports:</td>
<td>No Board improvement, CAB, Tech meetings to report on.</td>
<td>Need entrants for contest.</td>
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<td>● Events committee:</td>
<td>Mr. Roaring Fork man pageant Feb 15.</td>
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<td>Chili cook-off Feb 29. Experiment in adding value to membership.</td>
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<td>Scott: GM review upcoming. Andi Korber will join HR committee and participate in GM review.</td>
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<td>Scott: what we’ve done in the past is have everyone fill out a questionnaire about different aspects of GM job. HR committee will review results afterwards and discuss results with Gavin.</td>
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Gavin: Would like to have old board members participate in his review as well for some longer term perspectives.

HR also updated personnel policies to reflect changes to insurance benefits and recognized holidays.

Due to changes in the insurance market and difficulty of meeting staff needs under pre-existing group insurance plan HR committee changed insurance benefit to a ‘wellness stipend’ that employees will be able to spend based on their needs.

Jonathan: we should be generous with holidays to make up for low staff pay, perhaps be lenient around major holidays as well when it’s unlikely that a lot of work would get done anyways.

Gavin: agree with sentiment but as employee myself it feels fair to me currently.

Kara: let’s make sure this policy is easily available to staff, staff candidates etc.

Scott: ideally a new employee would get a complete packet to help them get oriented.

Chris motions, John seconds to approve changes to personnel policy. Unanimous approval.

Jonathan: let’s put this on a future agenda for further review

Scott: we’re looking at bringing in a consultant that can help us work through some of our HR issues. Dustin has been the main initiator of this idea so we'll have to have him here to explain fully.

Kara: pro-bono?

Jonathan: interested to know what the deliverables will be, what we will get out of it.

Revisit policies at future meeting
Gavin: strongly in favor of some help improving HR approach.
Jonathan and Gavin have some leads for potential consultants

Kara: let’s establish what we’re looking specifically to improve and have a better idea of our goals.

Scott: this is definitely on Dustin’s mind and he will be able to have more to bring to the table than I about it at the next meeting.

Tech committee meets wednesday. Main upcoming task is compiling wishlist for strategic plan. GM covers more specific tech issues in his report.

Jonathan: We are in the midst of writing plan. Draft document structure and contents are underway. April goal for completion.

Kara is getting oriented as treasure with Jero’s help. 2019 / 2020 budgets discussion later in meeting.

HR consultant discussion tabled to next meeting when Dustin can be present.

GM report: KDNK General Manager Report January 2020

FINANCES
While we are still adding more income to the actuals as we receive last-minute donations and payments on 2019 invoices, the current totals are: $519,581.56 for revenue (93.4% of goal) and $557,112.46 for expenses (100.2% of projections). KDNK staff has 6 categories from the approved 2020 budget we think need revisions: Grants, Annual Fund, Sponsorship, Car Donations, Merch, & Labor of Love.

KDNK’s reserve funds in Vanguard have a total account value of $213,502.93 as of Dec. 31, up from $205,293 on Sept. 30. This total is equivalent to 38% of our annual budget, in other words it would cover just over 4 months of operations, which is in line with the station’s operating reserve policy. The portfolio is composed of 46.4% stocks
and 53.6% bonds. As the value has increased, we have gotten out of alignment with KDNK’s policy which calls for reserves to be made up of no less than 55% bonds.

Town of Carbondale awarded KDNK a $4090 grant for 2020. This is up dramatically as we shifted our ask from Hoot specific funds to general operating support. Town of Basalt turned us down once again. We received the second half of our $5000 CMP collaboration grant funding. Grants committee has outlined goals for 2020 including at least a dozen new applications including Sparkplug Foundation and Environment Foundation at AspenSkiCo.

HR committee reviewed the personnel policy and made two revisions about which we seek board approval. We added the recognized holidays and updated the health insurance section to reflect that we’ve changed from a 50/50 group insurance plan to a wellness benefit.

PROGRAMMING
Aspen Public Radio announced on Friday that all volunteer music DJs are terminated effective immediately. So far, 3 of the 9 DJs have contacted KDNK to ask for airtime. Program Director Raleigh Burleigh, Music Director Cody Lee, and I are looking into options for including some of them in our schedule, which is currently completely full from 5am-1am, 7 days a week.

We will be printing updated program schedules this week to include in the upcoming mailing of tax receipts to all donors who gave to KDNK during 2019. There are 7 new DJs joining the schedule, and many more trainees working their way up the ranks as subs. The only programs dropped at this time are Planetary Radio and All Songs Considered.

KDNK is launching a new weekly half hour program, tentatively called The Weekly Recap. The show will air Saturday at 6pm and be distributed as a podcast on Saturday morning. Amy Hadden Marsh will host and edit together a compilation of the past week’s local and regional news stories. So far RJ Paddywacks is the first underwriter, and we will add more soon.
KDNK News Director Lucas Turner submitted a total of 25 pieces to the Colorado Broadcasters Association annual awards competition, including both news and public affairs.

KDNK published more than a dozen lists from DJs picking their Best of 2019. Our most ever.

Cody completed Q4 SoundExchange reporting, with assistance from Luke Nestler.

[Board responded to changes in programming at KAJX and discussed the programming schedule in depth. 6-7pm and 4-5pm as well as some weekend shows were focused on as areas that could potentially be shuffled or reprogrammed to accommodate more new DJs. Many ideas were presented and discussed but nothing was decided.]

TECH

We have a verbal commitment (contract coming soon) for a new in-kind trade agreement with the City of Glenwood Springs municipal broadband system to get us 100mb of data at the Iron Mountain translator site. The plan is to convert the existing STL link from Sunlight to backup only, and use KDNK’s stream to serve the 88.3 signal. Our new filter (which was ordered with 2019 dollars) will be shipping out to engineer Bill Frost in Grand Junction soon. We hope to install the streaming feed at the site at the same time Bill installs the new filter.

The new equipment ordered by Pitkin County last year to upgrade the KDNK signal on 88.3 in Aspen was invoiced in January as expected, and payment was sent along.

Louie the Computer Guy and Brian Pollack of Mountain Wire have overhauled the equipment closet in the front of the building. Meanwhile, Cedar Networks will be installing new VOIP digital phones throughout the building this week.

We had two crashes in the past week, the C Drive which helps the network server connect with the DAD operating system, and the prompter computer for scripts in the air.
studio. No data was lost, but it has lead to some short patches of dead air and streaming issues which should be fully resolved by tonight.

NPR is beginning the initial trainings to roll out their new content management system this week. We expect to launch a new KDNK website by the end of the summer.

Lucas updated our Sage EAS system with required system installs to stay FCC compliant. Meanwhile, I filed our 323E ownership report and a quarterly issues report prepared by Raleigh.

Cody and I learned how to improve inputting of digital music submissions into DAD.

I asked my friend and radio engineer Todd Urick at Common Frequency to look into 2 frequencies that will be available in the FM auction planned by the FCC this coming spring. With a minimum bid price of $25K, we don’t feel KDNK should pursue the signal near Dotsero because it won’t reach enough people to be worth the cost of the license and the equipment. There are few options for tower sitting and it would reach Eagle but not Vail. By maxing out the signal power, the total persons reached would be around 20,000. The available signal in Battlement Mesa is more interesting because it reaches Grand Junction, but does not reach Meeker or Rangely. By maxing out signal power, the total persons reached would be 141,000.

[Jonathan/Chris: serving New Castle and Silt would be our top priority for new signal reach.]

Tech committee meets Wed, Jan. 22 at 6pm.

ENGAGEMENT

KDNK and Carbondale Arts co-presented Let Them Roar’s solstice shows at Steve’s Guitars. Both shows sold out. We hope to air a recording of the Friday performance soon.
KDNK joined the nonCOMmusic Alliance, an arm of NPR that lobbies on behalf of public radio music stations. There is no cost.

Members Movie Night, Bingo Night, and Mr. Roaring Fork are coming up in the next month.

EVENTS CALENDAR
Jan 22 - HR Committee @ KDNK
Jan 29 - Strategic Planning @ KDNK
Jan 31 - Member Movie Night @ KDNK
Feb 11 - AZYEP Trivia @ Beerworks
Feb 12 - KDNK Bingo @ Beerworks
Feb 15 - Mr. Roaring Fork @ Batch
Feb 17 - Board Meeting @ KDNK
Phone Banks
Feb 20 - DJ Orientation @ KDNK
Phone Banks
Feb 28 - Member Movie Night @ KDNK
Feb 29 - Chili Cook-Off & Feed the DJ & Member Mingle @ KDNK
Feb TBD*** - DJ Meetings @ KDNK
Mar 2 - Early Bird Deadline
Mar 3 - AZYEP Trivia @ Beerworks
Mar 4 - Drive Kickoff @ Village Smithy
Mar 6 - First Friday KDNK Concert @ Marble
Mar 12 - AZYEP Middle School Dance Live Broadcast @ Glenwood Middle School
Mar 16 - Board Meeting @ KDNK
Mar 19 - DJ Orientation @ KDNK
Mar 21 - KDNK Shindig Thank You Party @ Village Smithy
Apr 14 - AZYEP Trivia @ Beerworks
Apr 17 - KDNK & Thunder River Theatre Benefit Concert @ TRTC

*BOLD denotes volunteers requested

2019 Budget discussion:
Bottom line is currently roughly 36k behind. That will improve in the coming weeks as we get more invoices
and pledges paid, but we are unlikely to make budget for 2019.

We stayed within 1% of budget on spending, but budget goal was up almost 10%. Fundraising so far has fallen short by 9-10%.

Main income budget line culprits:

- High level of membership pledges that were not paid

- Salesforce technical issues prevented us from sending a final annual fund letter. Annual fund budget line also hit with absorbing membership shortfalls.

- Labor of love, hoot did not meet expectations

- Movie nights and bingo nights did not happen with the frequency planned and underperformed.

Membership director will continue pursuing unpaid pledges. GM and membership director will try to diagnose why pledge follow-through and accounting was lower this year.

Mistakes will not be repeated. What needs to be done to add redundancy to our records? Extra board and staff attention needs to be paid to the end of year fundraising push and to making sure everything is teed up before Labor of Love.

We have lowered our expectations for Labor of love but are on the hunt for some larger ticket items. The Hoot has been perennially problematic. Events committee will have to focus on making events hit budget.

Events committee has a lot to work on.
- underwriting did not perform to very high budget expectations. Currently behind 2018 actual, but all invoices are not yet paid.

- record club made budget, but the bar was low.

Bright spots:
- grants way up
- business challenge matches up
- azyep income up
- car donations up
- merch up

Expense side:
.5 FTE increase in staffing is main cause of higher budget
Gavin: there’s not much in the way of ‘extra’ expenditures that I can easily find to cut.

Other budget anomalies:
- credit card fees were up

-hospitality up
-office supplies up

Gavin: new printer lease main cause of higher cost

Board questioned other particular line items and Gavin supplied explanations.
Board discussion generally focused on ways to improve our

Expectations have been revised in 2020 budget

Potential solutions:
Directly appeal to people to pay their fees or switch to direct deposit
Offer prizes for conversion to direct deposit
Add venmo and paypal
Find ways to make direct deposit more ‘default’
Table at some events to help technically challenged donors switch?

Hospitality and office supplies need more detailed reports

Focuses for 2020 income improvement:
income rather than cut our staff and/or staff related expenses. General feeling that there were some clear missed 2019 income opportunities that can be rectified for 2020.

Jonathan: we need to find additional new streams of revenue.
Chris: time for sponsorship of newsletter?
Scott/Jonathan: we may need a more involved--perhaps quarterly--budget presentation from finance committee/GM.
Kara: Agreed but as I’m still a new treasurer a six months check in may be more realistic.

Gavin presented six income categories that he wants to adjust for the 2020 budget:
- Grants from 39,500 to 43,000
- Annual fund from 22,000 to 20,000
- Sponsorship from 7,500 to 10,000
- Car donations from 3,100 to 3,600
- Merch from 400 to 1,400
- Labor of Love from 23,000 to 18,500

Scott motions, Jonathan seconds to approve Gavin’s revisions to the 2020 budget. Unanimous approval.

- Membership outreach and cultivation
- Events
- Systems pitfalls

Revenue brainstorming should continue.

Board will be kept abreast of the final 2019 numbers and our progress on the 2020 goals. Board will aim for budget revisit in summer 2020 after spring membership drive numbers are in.

Board, committees, and staff will have to put extra smarts and sweat into boosting 2020 membership and events income or cuts will be inevitable.

● Adjourn

Adjourned at 8:30pm