**Subject:** Regular KDNK Board Meeting December 16, 2019

**Location:** KDNK classroom

**In Attendance:** Andi Korber, Dustin Cole, Bruce Garr, Chris Hassig, Shoshana Rosenthal, Scott Levine, Kara Silbernagle, Aly Sanguily, Adele Craft

**By Phone:** Jero Bennett

**Staff:** Gavin Dahl, Erin Galbreath, Greg Albrecht (early), Raleigh Burleigh (later)

**Public:** 2019 board candidates Mac Scott, John Henderson (both appointed by newly seated board to fill two additional two-year board terms during meeting per bylaws allowing up to 12 board seats to be filled)

**Absent:** Outgoing board member April Spaulding was not expected to attend, but was missed nonetheless. Thanks for your positive can-do attitude and many many many ways of helping KDNK out, April!

**Call to Order:** 5:40 pm

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<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>Andi motioned, Scott seconded to approve November minutes as amended via email correspondence.</td>
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<td>Bruce and Kara, both then absent, abstaining, all others in favor.</td>
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<td>● Orientation/ new board member intros</td>
<td>Circle of intros.</td>
<td>Board members should actively seek ways to be useful as a leader of the station.</td>
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<td>Andi presented a short video primer for new board members that Dustin suggested. Communication of basic board member role and responsibility.</td>
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<td>Scott: wants to highlight the video’s “ask” emphasis and make sure the board is geared to help the manager as best as possible.</td>
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<td>Gavin: want to develop systems that work around this board’s strengths. so I want your feedback into how we do</td>
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<td><strong>Temperament Survey</strong></td>
<td>things so that it works for everyone and evolves if necessary. Board completed a quick ‘temperament’ questionnaire (some beforehand digitally, some during meeting). This questionnaire divides respondents into four supposed categories: rational, idealist, guardian, artisan based on a series of either/or questions. Andi did some explanation of the different temperament categories in this particular system. Those present at this meeting are made up of six idealists, two rationalists, four artisans, and three guardians. A decent mix of types, but higher number of idealists. Andi presented an introductory orientation document describing the general expectations for board members and the duties of the board as a whole. After some discussion and further explanation around the orientation document Bruce motioned and Shoshana seconded to appoint Mac Scott and John Henderson to two year board terms as additional board members per bylaws. Unanimous approval. Executive Committee appointment discussion was straightforward with the following executives volunteering for their respective roles and meeting general board enthusiasm: President: Scott Levine Vice President: Bruce Garr Secretary: Chris Hassig Treasurer: Kara Silbernagel Dustin moves, Jonathan seconds to approve executive committee appointments as noted above.</td>
<td>Idealists should beware of dominating board ideology. Mac and John are appointed to be board members through November 2021, when they will be eligible for re-election by the membership. Scott and Gavin will continue Andi’s approach to setting and distributing meeting agendas. Jero will aid Kara in taking on the mantle of Treasurer.</td>
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<td><strong>Orientation document</strong></td>
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<td><strong>Appointment of additional new board members by new board</strong></td>
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<td><strong>Executive committee appointments</strong></td>
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Committee appointments:

Jonathan Stokely to join finance committee, will retain chair of strategic plan committee (SPC) and membership in tech committee.

Mac Scott and Aly Sanguily will co-chair the events committee, now expanded to be the ‘Events & Marketing’ committee.

Adele Craft will join the Events & Marketing committee as well.

John Henderson will join the Events & Marketing and HR committees.

Kara Silbernagel will reduce her role in the SPC to focus on finance committee and treasurer duties.

Chris (tech), Bruce (finance), Shoshana (grants), Dustin (board improvement), and Scott (HR) will remain the chairs of their respective committees.

Big thanks to both Jero and Andi who, despite the end of their board terms, will remain on and provide mentorship to the Finance Committee and SPC, respectively.

Gavin proposed the creation of an education/professional development committee. Geared towards volunteers. Want to do more in the way of nurturing and educating DJs to improve programming.

Dustin: board participation is key. Will it dilute other initiatives?

Kara: should be considered within the goals of the strategic plan. Table for the moment?

Dustin: does this rise to the level of needing a committee?

Committee chairs should make sure they have the right emails and contact info for new committee members.

Committee notes/minutes can be created in and shared from the specific relevant committee folders in the board drive but the board google login should not be shared with non board members.

Board will revisit discussion of an ‘Education/Training Committee’ at the next meeting.
Gavin: continues to slip through the cracks. A small amount of professional development is available for staff, but basically none for volunteers currently.

Andi: so maybe this falls within the HR committee’s mandate? volunteers are an important human resource too.

Gavin: still feel that the mission of this proposed committee wouldn’t fit comfortably within any of the other committee’s mandates and deserves its own forum.

Raleigh: depends to some degree on the strategic plan, if we have the ability to develop it over the course of the year it may be better considered. Staff can take the lead on it but some board input would be nice.

Proposal tabled until next meeting.

GM report: KDNK General Manager Report - December 2019

FINANCES
November was the tightest budget month of my time as GM. Thanks to hard work and good timing, we avoided using KDNK’s line of credit with Alpine Bank for Nov. 15 or Dec. 2 payroll.

We are dropping the group insurance plan with a 50-50 match and instead contributing health insurance budget dollars toward each qualified employee’s choice for wellness. I will ask the board to vote on a revision to the personnel policy at the January meeting.

Labor of Love brought in approximately $17,360 from auction items, with a few remaining. All costs and non-auction proceeds will be split with the Clay Center and we’ll have those numbers soon. Greg also brought in $4500 in sponsorships for Labor of Love from Alpine Bank, Ace Hardware, Valley View Roaring Fork Family Practice, Independence Press, Cool Brick Studios, and Aspen Tree Service. Thanks to in-kind sponsors including CoVenture, Roaring Fork Beer Co, Marble Distilling, and Ska Brewing.
Big thanks to Matt McBrayer, Jonathan Stokely, and all the KDNK and Clay Center volunteers who powered the event. We also aired the live broadcast mini-auction on Dec. 4 and co-hosted the members-only preview at CoVenture on Dec. 5.

We received a general operating support grant from Anschutz Family Foundation for $7500.

Solutions Journalism selected KDNK for a Renewing Democracy grant worth $3900 to cover ranked choice voting in 2020.

KDNK supporters matched the $5k Colorado Media Project grant for #GivingNewsDay within 7 days. We should have matching funds in hand in January. Meanwhile, we should have the second half of our CMP collaboration grant funds in hand before the end of the month. Overall, total Annual Fund and Membership contributions since the November board meeting are at $12,000 including Record Club gifts from Ken Riley, LuLu Colby, and Kat Rich.

The Colorado Gives Day campaign brought in $1453 so far. Funds should hit the bank by 12/31.

We received a general operating grant for $1000 from Arches Foundation.

New underwriters: Aspen Marketing Partners, Promotional Concepts, Cavi-Cynch, and Toklat Gallery. Meanwhile, Trees Water People has upped from event underwriting to regular underwriting for November and December. Artist Sarah Uhl became a business match member. Basalt Library has signed an agreement to take over as our 2020 community calendar underwriter. Valley View Hospital signed an agreement for annual renewal and we hope to deposit payment by 12/31.

PROGRAMMING
The Music Director hiring committee selected Cody Lee after conducting interviews of select candidates from our national pool and his first day as salary staff is today. One
of the many tasks that I’m looking forward to Cody taking over is managing sub requests. We have averaged 25 unique sub requests every month since I took over the responsibility in the fall.

The NPR board voted on their new dues structure and KDNK will see huge increases as expected. Overall our dues are expected to go up over 100% in the next 10 years. For now, NPR is capping dues increases at 10% per year for 3 years. I spoke to a reporter from Current (the public media trade publication) and was included in the article published Dec. 12. Here is that section:

Gavin Dahl, station manager at KDNK in Carbondale, Colo., said he applauds a shift to a revenue-based model because stations in areas without easily trackable listener data could be underpaying NPR. But “allowing big, powerful stations not to count $1,000 gifts is an advantage to larger stations and a disadvantage for smaller stations,” said Dahl. “I’m not asking them to change how they handle capital campaign funds or underwriting,” Dahl said. “I just think all member donations, big and small, should be included when tabulating what we owe.” NPR projected that KDNK’s dues would have more than doubled without the cap, according to Dahl. That “could literally mean one fewer staff member at my station,” he said. NPR President of Operations Loren Mayor said NPR heard from stations that including major gifts in their membership revenue would be unfair “because often major gifts are for infrastructure, for a building or for some project that we’re doing that is truly local, that has absolutely nothing to do with NPR.” If NPR were defining major gifts, it would have picked a gift level higher than $1,000, Mayor said. “But one of the logistical principles on this was that we wanted to be able to use CPB data in the way that they got it without adding a lot of subjectivity to those numbers,” she said.

Best of 2019 shows are underway. Cody Lee, Luis Yllanes and I have started airing ours. More Best of shows are coming from Leslie, DJ Wiz, and others.

Raleigh and I led DJ orientation on Nov. 21. Cody and Raleigh will lead the next one Jan. 16.
TECH
Our 88.3 FM signal in Glenwood Springs is finally back to (almost) normal. Engineer Bill Frost identified the malfunctioning gear at Iron Mountain and borrowed a replacement filter, while a new one is on order. We will likely make additional equipment purchases in 2020 to upgrade the sound quality and establish a broadband connection at the site so the STL link can be backup only.

Lucas and I are installing firmware updates to our EAS system and have ordered a small TV to keep in the closet for monitoring EAS from KRMA.

Mountain Wire Management and Louie the Computer Guy have scheduled a major overhaul and cleanup of the tech closet to occur starting the week of January 13.

ENGAGEMENT
KDNK’s activation at Aspen Art Museum as part of the Hi, How Are You Gonzo? exhibit was a big hit on Dec. 14 with art projects, audio recordings, and a dance party. Thanks to Simon (DJ on KDNK and employee of the museum) and Raleigh for coordinating such a cool event.

Poets on Purpose hosted a poetry slam at KDNK on Dec. 13 led by Ellie Scott with Aspen Words and Alya Howe from The Poetry Market. The uncensored poems will air on KDNK Saturday night Dec. 28 at 10pm, followed by highlights from the Aspen Art Museum activation.

I participated in the annual media panel on Nov. 20 with KDNK, KAJX, Aspen Times, and Aspen Daily News organized by Pitkin County for county staff to improve media relations.

Carbondale Beer Works hosted bingo night for KDNK on Nov. 20 which brought in $345.

CMC, Sacred Cycle, and Roaring Fork Drawing Club rented the classroom.
CMC Leadville is interested in operating a small KDNK recording studio space starting in 2020. Discussions are underway with Rachel Pokrandt, VP and Dean of Leadville and Salida campuses.

Ticket giveaways have remained popular and regular email newsletters are still getting a lot of interaction. We already have 30 pairs of tickets lined up for January and February giveaways.

SURVEY
KDNK listener survey results are in. We received overwhelmingly positive responses from 279 people total, approximately 191 of whom identify as current members. Fewer than 20% of current members took the survey, which suggests we need a stronger connection among members.

98% feel community radio is important and 82% think we are essential to a healthy democracy.

More than half live in Carbondale, with Glenwood Springs and Basalt the next most popular answers. As many people listen in Redstone/ Marble as Aspen. Leadville, New Castle, Old Snowmass, Rifle, and Woody Creek each registered as 1% of listenership. Only 1 person from Gypsum and 1 from Snowmass Village responded.

When asked what they like listening to, locally-hosted music programming and KDNK local news are the top two favorites, followed by NPR and other national news, AZYEP, live remote broadcasts, and local volunteer talk shows.

Streaming live, listening to local news stories, checking the community calendar, reviewing playlists, and listening to shows you missed are the top 5 reasons visitors use the website kdnk.org.

Our top ten most popular DJs are Billy Bob, Leslie, Luke, Flash, Big Daddy, Merle and Chameleon, Pastor Mustard, Chef Mike, Kat, and Amber Sparkles.
AZYEP is the most popular music program overall. 31% of listeners want more total AZYEP airtime, 58% think the current amount is just right, and 11% want less AZYEP.

66% want to hear more new music discovery on KDNK. 18% want some new music on KDNK, but prefer mostly familiar music. 3% want less new music on KDNK. Others didn’t care or added write-in comments.

Every genre of music was voted “good as it is” more than “play more” or “play less” except metal, with over half of KDNK listeners wanting less.

45% want more live remote broadcasts, 42% like the current amount, only 5% want fewer live broadcasts.

Our top ten most popular public affairs shows are AZYEP, Immigrant Stories, Express Yourself, Valley Voices, Geekspeak, Living Permaculture, Booked, For Land’s Sake, Shifting Gears, and Bronco Babble.

91% of listeners want to keep both the community calendar and lost and found report as they are.

Listeners want more local and regional news stories on energy and climate, arts and culture, food and agriculture, nature and science, education and schools, music and festivals, public lands and rivers, native american and history, theater and movies, and housing and transportation.


Gavin and board discussed the results of the survey, focused on the main takeaways above.
SPC will also discuss survey and share their takeaways with the board.

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<td>● Adjourn</td>
<td><strong>Adjourned at 8:00pm</strong></td>
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