

Red River Radio
Advisory Board meeting of December 4, 2019

Call to order by: 12:05 PM

In Attendance:

Andrew Bindursky, Bill McFadden, Mary Decker, Margaret Elrod, Hardy Foreman, John Gayle, Jesse Gilmore, Anne Gremillion, John Gayle, Juli Jameson, Charles Jones, Joe Kane, Leonard Wilson, Larry Clark

Approval of Minutes:

Moved by Hardee, Seconded by Juli.

Station Manager Report:

- Julie updated the group about Gail Beil's health; she's been moved to hospice care and has been given a few weeks. See Julie for condolences correspondence.
- Lufkin has a new antenna. \$64.5k project; old antenna was beyond repair. Damage occurred last Spring. \$29k was tower crew expenses. Submitted it to insurance, but equipment was 30 years old. This was 6t band, Shreveport and Natchitoches are 12 band; will cost more when those malfunction. Likely to get some financial support from Nacogdoches private foundation.
- Update on stacking in SHV: Project is now a \$333 million project (our portion is only \$75k). Will happen in February; they don't want us to lease in the meantime, we will buy it. Will then move interim antenna to Troup. Will double size of antenna and make Troup more efficient. We will be reimbursed by LPB. Lag time of 2 weeks to 6 months. 100k watts down to 5k watts in interim.
- Tyler Get to Know You Event: Temple is willing to host it. Sometime toward the end of January (potentially the 23rd). We need contacts to help sponsor it. We have graphics generated. Discussed billboard advertising, digital vs. analog, installation space/cost. Creative is ready to go. We're in the symphony program. Anne and John suggested avoiding newspaper. Joe Kane suggested joining the Chamber of Commerce to utilize their advertising.
- December 19th: 35th anniversary celebration 6-8pm. Food, music, board invited.

Staff Reports

- Henry: Christmas drive next week. Sponsors provided backpacks. Wednesday-Thursday-Friday of next week. Need East Texas sponsors \$4000 worth! Need board help. Tie in is food bank board of East Texas in Tyler. Need Alexandria sponsors as well.

Open Discussion

- Mary Decker started a discussion on the need for new board members from the Tyler area. Rabbi Katz, Catholic Bishop were suggested as sounding boards. M.L. Agnew was another suggestion.
 - Jesse moved to table the discussion, Joe Kane seconded. Motion passed unanimously.
- New Yearly Fundraiser: Joe Kane suggested we think on it for next meeting. JBG suggested continuing Vino+Violin, Kermit said it's back in May/June? Moving it to a large room, can now do 200+; considering full dinner.

- Discussion of Finance Committee. Mary Decker suggested we revisit that. Discussion of “friends of RRR.”
- Larry Clark gave us an update on LSUS relationship with RRR and LSUS. Discussed relationship w/ LSUS Foundation. Helen Taylor, Provost of LSUS, would be a good board member. Larry expressed that LSUS stands ready to aid RRR financially, and will fund half of the engineer in next year’s budget. JBG asked if we could invite Laura Purdue, president of LSUS Foundation, to discuss RRR-Foundation relationship.
- Anne Gremillion: Discussion of Board Development and accountability. What is our purpose? How do we contribute? How are we going to pull off this Tyler event?
- Joe Kane suggested 12/13 meeting to further discuss Tyler event and create an Ad Hoc committee. Joe suggested lunch time. It was agreed. This will be discussed in Committee Reports at next meeting.

Old Business:

- None

Committee Reports:

- None

New Business

- Tyler Event Postponed

Mr. Chairman adjourned the meeting.