



GRAND VALLEY PUBLIC RADIO COMPANY, INC.
BOARD OF DIRECTORS
August 10, 2017 – Minutes

The KAFM Board of Directors meets the second Thursday of every month. Board meetings are open to the public, and we encourage listeners and community members to attend.

Board Members Present: Joe Gudorf, President; Paula DeGroat, Secretary; Cliff Sprinkle, Treasurer; Barbara Butler; Jenn Clark; Harry Griff;

Absent: Ginger Mitchell, Vice President; Marsha Kosteva

Others: Ramona Winkeller, Station Executive Director; Jeff "Coach" Shuldener, Programmer & Community Affairs Director

1. Call to Order: 5:35 pm, KAFM Radio Room, President Joe Gudorf
2. Introduction: Jeff "Coach" Shuldener – Programmer & Community Affairs Director:

Coach was present to introduce himself, discuss the "State of Programming" at the station, brag about what's going on and answer any questions the Board may have. He has been involved with the station for years in a variety of positions, part-time, full-time, fill-in/temp, and is now here "for the duration" in an approximate 25-hour a week capacity.

KAFM has been the text-book definition of Community Radio since the beginning with live & local programming versus syndicated productions piped in. The various individuals tasked with managing the volunteer programmers over the years have taken on the struggle to maintain and keep the "Community" in community radio. The station is currently live for 18 hours a day, with automated programming for 6 hours overnight. There are about 100 volunteers and close to every slot is filled. He is able to truly be a director, versus a cobbler of programming.

Coach coordinates the daily Community Affairs hour which serves as a resource for a variety of community organizations and non-profits to discuss their programs and services pertaining to the Grand Valley. Generally in 15-minute interview sessions. He provided a random list of the diverse topics that can be heard on a monthly basis including: beer, wine, CDOT, Parks & Rec, Business Beat, Kosmic Voices, Boomers, Bicycle Radio, Gardening, Real Estate, RMPBS, arts, wellness, money tips, Science Talk, etc... An exciting new addition is the CMU Athletics Department.

In addition to the on-air activities, Coach oversees the podcasts of these interview sessions. The number of downloads has been increasing and is on track to reach 30K by Labor Day. Other venues to access the programming include Radio Free America,

Tune-in app, as well as web streaming. The hope is to be able to monetize these other methods in some way. Ideas are still developing, but there has been positive feedback on programming and direct ties to new Underwriting clients.

New music is a focus for the programmers with a goal of 25-30% of the "spins" being from the new-music rack. Harry complimented the Music Bureau and the review process of the new music; is helpful in picking out which track to play.

While things are moving forward and it is an exciting time around the station, the technical issues continue to be a frustration. Maintaining a consistent, reliable over-the-air signal as well as the necessary equipment associated with doing so must be prioritized.

The Board thanked Coach for his commitment to the station, and for his time in coming to the meeting.

3. Approval of Minutes: July 13, 2017 Board Meeting Minutes.

It was moved and seconded to approve the minutes from the previous meeting. Approved unanimously.

4. Financials: Review & Approval of May & June financials, Q1-EMC, and Draft July financials

The May & June financials were discussed. The consistent and simplified versions that Gina had prepared were complimented. The increase in net income from the original draft was attributed to the change in accounting method carried forward from 2016. Approval was tabled to the September meeting to secure confirmation that all deferred activity has been recorded and reconciled appropriately.

The Q1 EMC report has been completed, but not shared with the full board. Approval of the report was tabled to September.

5. Alpine Bank RLOC – Renewal Discussion/Approval

The Revolving Line of Credit the station has with Alpine Bank is up for renewal. Discussion regarding the balance, paydown activity and future needs followed. Harry motioned to move forward with the renewal of the line of credit. Paula seconded the motion, and it was voted unanimously to renew the line of credit. Ramona will contact Alpine Bank to do so.

6. Executive Director's Report:

Ramona reviewed the highlights and updates from the written summary for July that had been sent out. Items of note included:

Raffle ticket sales are over 800

18 new underwriters since the first of the year

Zombie Prom is being redesigned to include "Dance of the Dead" theme

Roof has been looked at. Any areas not in good shape have been fixed. A plumber is coming within the week to check things out as well.

She also reviewed some upcoming calendar events: Zombie Prom Oct 21st, Fall Drive Oct 27-Nov 3, Ramona in Ireland Sept 10-23rd with Moors & McCumber

7. Committee Reports: Membership only, due to time constraints

Joe distributed a summary of Revised Membership Levels and Benefits that the Membership Committee is proposing for the Fall Drive. Levels include "Keep the Music Playing!", "Frequency Club", "Gold Record Club", "Platinum Record Club", and the "Hall of Fame Club", to focus around a new tag line of *Member Powered Radio*.

Discussion followed regarding monitoring what the levels promise, and follow through on the commitments being made during the drive. Also discussed Radio Room give-aways and the pros & cons of filling the room versus taking anything away from the revenue stream.

8. Other: Ramona has been contacted by a donor of a vehicle for next year's Radio Daze raffle; a 1979 Mustang. More details to follow.

9. Adjournment:

Meeting adjourned at 6:55 pm

Respectfully Submitted
Paula DeGroat
Board Secretary