



GRAND VALLEY PUBLIC RADIO COMPANY, INC.

BOARD OF DIRECTORS

September 14, 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; Ginger Mitchell, Vice President; Paula DeGroat, Secretary; Cliff Sprinkle, Treasurer; Harry Griff; Marsha Kosteva,

Absent: Barbara Butler; Jenn Clark;

Others: Betty Ries, Operations Manager (in Ramona's absence); Gina Tallman, CPA – Stranger, Tallman & Lautz Accounting; Travis Reed

1. **Call to Order:** 5:37 pm, KAFM Radio Room, President Joe Gudorf
2. **Discussion of Financial Statements and accounting method** – approval of May, June, July financials

CPA, Gina Tallman was introduced and helped lead a discussion on the station financials, methods of accounting, and how best to reflect our CPB qualified revenues on an interim basis. ED Ramona Winkeller has proposed a return to a cash basis for interim tracking to correspond and reflect better against the cash-basis budget. (per the 2016 audit change in deferrals, the interim reports have been prepared on an accrual basis while the 2017 budget had been prepared cash basis.)

Board questions and discussion followed regarding the advantages and disadvantages of cash –vs – accrual basis, CPB requirements, audit requirements, and the efficiencies (or not) for staff, accountant, and auditor. Points were presented for both sides, noting the monthly accrual option would make less work at audit, but more monthly. Monthly accrual basis would track closer to the audit so no surprises at year end. Cash activity could be captured, tracked and reported as part of the monthly ED report. Even with the accrual reports, the trades are being treated on a cash basis. While the ED and accountant recommend monthly cash basis, the Finance Committee prefers the accrual reports with plans to prepare the 2018 budget on an accrual basis.

Harry Griff made a motion of the following: “we agree that our monthly Board financial reports be prepared on the accrual basis.” Marsha Kosteva seconded the motion. The vote passed.

As the May-August financials were in a hybrid state, the approval was tabled until they can be updated. Due to other schedule conflicts, this will take place at the November meeting, at which time a comprehensive year-to-date September report will be available.

3. **Approval of Minutes:** August 10, 2017 Board Meeting Minutes.

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

4. **Approval of Q1-EMC** – & additional financial review

Joe had prepared a comparative analysis of Balance Sheet accounts and related ratios to review. We discussed the month-to-month changes and what was behind them. Comment of note regarding ability to pre-pay expenditures while meeting payroll is a good sign.

EMC Q-1 review: Cliff called for any questions on the final version which was deemed “good-to-go”. No questions; report approved.

5. **Executive Director’s Report - August:**

In Ramona’s absence, Joe & Betty reviewed the highlights and updates from the written summary she prepared before her trip. Items of note included:

Wrap of Radio Daze – 1250 raffle tickets sold

New underwriters continue to come on board – group of businesses owned by businessman Darin Carei: Blue Pig, Synergy Builders, Graff Dairy

All KAFM events are now being listed on the web calendar (33 in-house-events so far this year)

Gearing up for the Fall Drive – exploring software Click & Pledge, making Sales Force work for us, mailings going out and pre-pledge being promoted.

Zombie Prom/Dance of the Dead October 21st, bands & DJs booked

Classic Film Series began – The Thin Man; great press in the Sentinel

They also reviewed some upcoming calendar events: November UW mixer, Art Auction, “bookend” concerts around the drive, and Holiday event in the works.

6. **Potential Board Member Discussion** – Laureen Cantwell, CMU Distant Services Librarian

Marsh & Paula presented the application of Laureen Cantwell for Board membership after their lunch meeting/interview. Her energy, ideas, & research librarian skills would be an asset to the station & Board. She has already been a part of the CAB and begun a Community Affairs program; Readers’ Radio.

After discussion of the term being filled & dates, and need to step down from the CAB a motion to appoint Laureen to the Board (Harry motioned/Joe seconded) was voted on and passed.

Marsha will notify Laureen and confirm her contact information for the records.

(during approval process of minutes, Laureen explained that she had not been ON the CAB, but had only attended to present her program. Correction incorporated into minutes)

7. **Goals/Planning Session & Committee Reports:**

Time to schedule the off-site strategic planning meeting. Usually a Saturday in November. Joe will email date options (11/11 or 11/18) along with request for any agenda topics or goals to address

Venue TBD, and Joe will facilitate to allow Ginger to step-down from this role she has filled for several retreats. Ginger was thanked for the work she has provided which has moved us to the level where we're currently able to focus on true strategic goals & outcomes.

Membership Committee: Fall Drive focus. Before Ramona left she worked ahead in a variety of areas for the pre-pledge & sustainer mailings. The Gill Foundation match is to focus on new members. Volunteer meeting will be Oct 10th.

Facility Committee: Marsha distributed a sample of a "rental package" which she & Jill Lacy have been developing. Research has been done on comparative facilities and rates to update what was currently being used for the Radio Room. Additional draft documents covering the legalities of rentals for fire codes, insurance liabilities, and alcohol sales are included. Once reviewed by "legal" and our insurance agents (Home Loan Ins), the package will be rolled out.

8. **Adjournment:**

Meeting adjourned at 7:20 pm

Respectfully Submitted
Paula DeGroat
Board Secretary