

**KRFC – Board of Directors Meeting – April 3, 2008**  
**7pm at KRFC Offices**

**Attendance:** Chris Kennison (GM), Cat McClintock, Jack Armstrong, Jaimie Folsom, Kathe Mehlbach, Chad Morris, Jess Gries, Saul Hopper **Absent:** Todd Lackie

**AGENDA**

**1. Approval of Consent Agenda**

- a. Approval of the March 2008 Board Minutes- motion passed

**2. Syndication-** Tabled until May

**3. Programmer Training-** Brian continues trainings and will have a calendar for 3 trainings per week. Beginning in May, current programmers have to train or test out of training.

**4. Finance Report-** The final audit report is needed to release CPB funds. This should take place by the end of April. The budget to date shows a loss of \$36,000 as compared to the expected loss of \$51,000. Even so, our cash flow will be extremely tight over the next month. The budget is closely matching the actuals for underwriting. Also the \$22,000 that has come in under special events is much better than expected. The best case scenario would be to completely pay off our line of credit by year's end.

- a. The motion was made to increase the overdraft line of credit to \$8,000- motion passed

**5. Petition-** As this petition is tied to the current lawsuit and pending mediation, any further action will be tabled until the lawsuit is resolved. Cat will inform Save Grassroots Radio of this decision in writing.

**6. General Manager Report:**

- a. **Underwriting Update**— \$2,400 has been realized as compared to the \$4,000 budgeted, but there are 6 new accounts
- b. **Bohemian Grant**—Chris will submit the required grant report
- c. **Membership Communication**—Newsletters did not go out in April. They will be sent after the membership drive. Kathe recommended that we explore transitioning to a web-based newsletter instead of print as a cost saving action.
- d. **Insight Talk Show**—The show now has a disclaimer. There was some Board concern that the current disclaimer might not be sufficient. The Programming Committee will continue to evaluate the need for further action and will also evaluate the show in 6 months.

- e. **Transparent Settlement** will be ending son a new show is needed
  - f. **Library Project-** This is on hold due to lack of staff time
  - g. **PA and Programming-** With recent staff changes, these tasks need to be redistributed
  - h. **Hightower-** is back on the schedule and was recently interviewed on the air
  - i. **The Website** is ready to go. The DNS server no longer resides at River Rock
- 7. Birthday Bash Results-** \$7,000 was made at the Birthday Bash event
- 8. Pledge drive-** Approximately \$2,500 in pre-drive pledges have come in. Messages are going out to listservs, the promos are running, and the premiums are set. Chris asked the Board to consider providing challenge grants and potentially prizes, and to also come in to pitch on the air.
- 9. Marketing-** During the public forum, members expressed the needs for more marketing and several members volunteered to assist. A marketing action group has been created to generate innovate ways to reach new listeners. This isn't a formal committee. Jaimie volunteered to help create advertisements in the Chronicle to market public affairs.
- 10. Public Board Forum-** Many programmers attended. Very thoughtful questions were raised regarding the state of the station, and attendees created an action plan regarding marketing activity. Forums will continue to be regularly held, probably on a quarterly basis.
- 11. General Manager Search-** Cat will arrange a meeting to debrief on the last search process, write up duties and then assign tasks
- 12. Minutes**—Cat asked that we insure that Board minutes and Programming Committee minutes be posted in a timely manner
- 13. Public Input**— None
- 14. Next Meetings**
- a. Board Retreat- Fri May 9<sup>th</sup> , 8am- Noon at Home State Bank
  - b. May Board Meeting - Thursday May 1<sup>st</sup> 7pm at the station
  - c. Finance Committee Meeting and Executive Committee Meeting- Monday April 21<sup>st</sup> 4:30pm at Home State Bank
- 14. Adjourn at 8:30**

**Executive Session at Adjournment**

Respectfully Submitted,  
Chad Morris