

**KRFC – Board of Directors Meeting – June 5, 2008**  
**7pm at KRFC Offices**

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

**MINUTES**

**1. Approval of Consent Agenda**

- a. Approval of the May 2008 Consent Agenda- motion passed

**2. Marketing Update**

- a. **Volunteer Activities:** Flyers were distributed from “underground” initiatives. Volunteers are making promos for shows and creating a station blog. DJs are beginning to work together to cross-promote their shows.
- b. **Staff Marketing:** There are several outreach/ visibility events planned for the coming months (e.g., Pride in the Park). At these events, we will have give-aways and drawings at the booth. The newsletter went out. We are having a bike tip per day for underwriting. Proactive steps have been taken to create more positive press. We want to average 5 press pieces per month, and have had 6 press clips this month.
- c. **Board Marketing:** Tabled until next month

**3. Policy Update-**

- a. **Antidiscrimination Bylaw:** The motion was made and passed to update bylaws on anti-discrimination to include gender expression. The Policy Committee will make this change before the annual meeting so that members may vote on the bylaws change at that time.
- b. **Term Limits:** The Policy Committee will schedule a meeting in July to draft term limits language to be reviewed by the Board.
- c. **Programming Disclaimer:** The Board discussed how to balance accountability with promotion of programmers. The station has a legal and community obligation to monitor program content. The Board is exploring the need for programming disclaimers, and the responsibility of program hosts to advocate for balanced information/positions. It was clarified that Public Affairs would fall under the purview of the Programming Committee. The Board asked that the Station Manager take this issue back to the Programming Committee and that the Committee be asked to make recommendations for how to implement policy changes without stifling volunteer/community opinions and creativity. The Board

asked that member(s) of the Program Committee be invited to the August Board meeting to discuss their recommendations.

4. **Programming Committee:** Tabled until next month
5. **Leadership Circle:** Kathe will review the CPB online tutorial and provide recommendations to the Board regarding using the training.
6. **Syndication:** Tabled until next month
7. **Programmer Training:** Brian is continuing to train volunteers and will have a calendar for 3 trainings per week. Beginning in May, current programmers have to train or test out of training.
8. **Finance Report:** Kathe reported that we have fully paid off the line of credit. The audit was \$8,000, which is up from last year's bill of \$6,000. Other unexpected or new costs included repairs to the shack's air conditioner and the monthly ITX bill. We received the Gay and Lesbian grant of \$5,000. Overall, the station is in good shape financially. We do need to continue monitoring the underwriting goal. Although we are behind the budget by 7,000 due to no leadership circle income, expenses have also been down by the same amount in the year to date.
9. **GM Report:** Review of scorecard. Chris reported that the HD grant report about done. Due to the Chronicle going out of business, we need new media trades to meet our visibility marketing goal. Other areas that need action are ongoing grant research, membership drive planning, and a Disaster Recovery Plan. Items that need to be budgeted for are a CD player and batteries.
10. **GM Search:** The Search Committee was created and 6 resumes were received. Phone interviews will be conducted with 3 of 6 applicants. As needed, in person interviews will happen over the next week. The Board asked for a recommendation from the Search Committee by June 5<sup>th</sup>.

11. **Public Input:** None

12. **Next Meetings**

- a. July Board Meeting – Thursday July 10th- 7pm at the station

14. **Adjourn at 9:00**

**Executive Session at Adjournment**

Respectfully Submitted,  
Chad Morris