

KRFC 88.9 FM Radio Fort Collins
BOARD OF DIRECTORS
REGULAR MEETING
April 3rd, 2024 Noon – 1:15 pm
(Meeting Rescheduled from March 27th)
The Music District

I. Welcome & Introductions

- a. Directors Present
 - i. James Yearling; Riley Phipps; Rob Gray (by phone); Michelle Deschenes; Nina Bodenhamer (by Zoom); Ross Thompson
- b. Directors Absent
 - i. Fred Jacobs; Dani Grant
- c. Staff & Volunteers Present
 - i. Jen Parker
- d. Public Present
 - i. None.

II. Financials

- a. 2024 End February Financials
 - i. The board discussed February YTD financials, which, at first glance, look amazing versus budget and last year. YTD donations are higher than last year. Underwriting is just a smidge lower than last year. Total revenue, even without the early CPB payment, is greater than last year. Expenses are slightly higher than last year, which has been driven by salaries.
- b. 2023 Audit Next Steps
 - i. The audit will be completed in May and an annual report will be generated to share with the public.

III. E.D. Transition Planning Update

- a. Recruitment Toolbox and Next Steps
 - i. There is nothing whatsoever negative about this process. The station has never been in a better position. We are now looking to sustain and further flourish with a new leader due to circumstances beyond our control. We have the resources and a very connected staff. How does this next leader set us up for the next ten years? We have a successful business model with good people/staff and community building at its core.
- b. Job Posting & Application Process
 - i. We want to post the job on our website and capture/share out the story around this position.
- c. Org. Chart, Strategic Plan, Job Descriptions, etc.
 - i. Critical Skillset:
 - a. Revenue Generation via Multiple Streams
 - b. Marketing Savvy (branding and positioning)
 - c. Media Experience

IV. Executive Director Updates

The board discussed updates on the following:

- a. New Clients & Agreement Updates
- b. Grants Update
- c. Birthday Bash Update
- d. KRFC RadioVision Offsite Locations (Lyric 6/28 & Canvas TBD)
- e. Partnership Concerts: CSU Lagoon, Magnolia Sessions, Sponsored events
- f. Programmer Updates
- g. Staff Updates
- h. CPB Awards

V. Board of Directors Considerations

- a. All Ideas Big & Small