

**KRFC 88.9 FM Radio Fort Collins
BOARD OF DIRECTORS
REGULAR MEETING
May 19, 2020, 12:00 p.m.
Zoom Video Conference**

DIRECTORS PRESENT: Riley Phipps, Michelle Deschenes, James Yearling, Fred Jacobs, Lori Feig Sandoval, Jordan Wiswell, Rob Gray, Nathan Bush

DIRECTORS ABSENT: Saja Butler

STAFF AND VOLUNTEERS PRESENT: Jen Parker

PUBLIC PRESENT: None.

The meeting was called to order with a quorum present at 12:05 p.m.

No additions to agenda; previous minutes approved.

ED and Staff Updates

Financials Review and Development Updates

Nathan received the April financials from Deb. There's some great stuff coming through. Our numbers are looking phenomenal. We received the CPB funding. We are up from last year for overall cash balance.

Jen signed the line of credit, again, for a buffer, but we are not using it. We just received the United Way's renewal. The City of Fort Collins renewal is confirmed. This week we should get our underwriting in for Larimer County. OCR is about to renew as well.

We just did our 48-hour fund drive around helping us help others. (We are giving free underwriting to about ten nonprofits right now.) It was absolutely tremendous. We had a huge turnout on the Friday and Saturday night live virtual events. We raised over \$14,000, which is more than we've raised in our week-long drives.

Tower Update

Tower proposal went to Weld County this week. The next step will be that we'll have some sort of gathering to go over the potential of all that.

The existing tower reaches a geographic area that includes a listening audience of over 400,000 people. The new tower will reach a listening audience of over 900,000 people.

Programming and Operations Updates

Riley and James have both attended the station zoom staff meetings. Other board members will be invited to attend on rotation.

We have spaced out our programmers with only four being in the station this week. We've created a really neat waiver around ensuring safety at the station. Key shows, everything you're hearing, are all reruns that are edited. We are so proud of our team and all the dedication and quality work they are putting out.

We have a new firewall going in that should stabilize the website. We've been working behind the scenes with Madwire and we've negotiated a 100% trade with them to host and maintain our website worth about \$3,000/year.

Upcoming events and community engagement

We will be doing Live in the Living Room events once a month, including one featuring a famous artist with potentially 30% of the proceeds going to charity.

Once socially-distanced events are back up and running, our community calendar will really start to shine, again.

Jen has meetings with Rocky Mountain Community Radio once a month. Compared with other stations, we are truly rocking it and on track.

Jen is about to join the Rotary to further build our community connections.

There is a board position open with Colorado Broadcasters Association and Jen has been nominated. If she does get the position, this will really help elevate the station.

FoCoMX is looking to do a potential series of drive-in events at the drive-in movie theater. We have offered to broadcast the event live.

There are a couple of other big events brewing. One is the mask er aide ball, which will be a monthly event with Uplift FoCo. We're already tied as their exclusive media partner whenever those events get off the ground.

BOD - Continued & Evolving Support

Lori offered that the board might do a challenge like Neighbor2Neighbor, where we match up to \$2,500 during a fund drive. Alternatives to a financial contribution could include donating an item or encouraging a friend to donate.

We'll have the option to donate during the Live in the Living Room in June. We could also plan to do a match during the Nathaniel Rateliff Live in the Living Room. If we could pool our resources, we could email Jen what we are capable of

contributing and move forward that way. The famous artist event could be a great community message with 30% of the proceeds going elsewhere.

Board input/thoughts/questions (as needed)

The board and staff discussed strategies around continuing to build finances and pipelines for fundraising initiatives. Perhaps some of the money from the next Live in the Livingroom event could go to the tower. Also, if we could find out what the average sustaining membership is we could work on trying to bump it a bit.

Executive Session

None.

Public Comment

None.

The board adjourned the meeting at 1:15 p.m.

Next Regular Meeting

The next regular board meeting will be on Tuesday, June 16, 2020, at noon, location TBD.

Respectfully submitted on May 19, 2020.