

**KRFC 88.9 FM Radio Fort Collins**  
**BOARD OF DIRECTORS**  
**REGULAR MEETING**  
**March 23, 2021 11:30 am – 12:45 pm**  
**Zoom Video Conference**

**DIRECTORS PRESENT:** Lori Feig Sandoval, Jordan Wiswell, Fred Jacobs, Riley Phipps, Rob Gray, James Yearling,

**DIRECTORS ABSENT:** Nathan Bush, Saja Butler

**STAFF AND VOLUNTEERS PRESENT:** Jen Parker

**PUBLIC PRESENT:** None.

The meeting was called to order with a quorum present at 11:35 a.m.

No additions to agenda; previous minutes approved.

**I. Finance Updates & Review**

a. February Financials

- i. They're looking steady. The CPB grant came in! We're still doing better into February this year than last year without it!!
- ii. Rob noticed that our revenue is a little shy of the budget this year. Jen shared that we have a bigger budget this year for operations (due to the tower and increased staff support). Many of our underwriters are paying up front which helps us with our cash flow. If the CPB kicker comes in again, it's an unrestricted fund, and that would put us in a position to pay off one of our loans which would free up some cash. Other income in the pipeline will come from the tower. Every time we have a renter on the tower, we would earn a \$500 profit. There are rumblings from the Corporation for Public Broadcasting that the grants are still essential to deal with the aftermath of COVID. Deb and the people who have been doing our accounting for the past 18 years, they do an apples-to-apples comparison. Everything will catch back up and be in place. The consensus was that yes, that is the case.

b. Audit: April – June

- i. Looks like they are scheduling this in May/June. The documentation we have in place makes the whole process a lot easier. Our volunteer hours equate to the work of ten full-time staff members. This year they seemed to ask more questions than ever for the CPB grant and it was nice we had all that information readily available. The station's FCC license has been renewed.

## II. Executive Director Updates

- a. 18<sup>th</sup> Birthday Bash: Online Auction, On-air Schedule, Marketing Update, Artwork/T-shirt, Messaging, Donation Options
  - i. Jen shared that on April 12th we'll launch an online auction which will end on Sunday the 18th at 6pm. We'll be able to access the auction through the Facebook page and the website. We'll have twenty-five items in total. All amazing items, music, and community focused.
  - ii. Jen shared that we have a fantastic lineup for our on-air schedule that includes some amazing, blow your socks off programming and events!
  - iii. Lori shared that she is working on a letter for the board to use to send along to folks in light of the upcoming birthday bash. Jen is going to give it another look and then Lori will send it on to the board. It talks a lot about what we're doing and what we're impacting. Jen will share the letter with the programmers, too.
- b. Programming: Return to Studio & Safety Protocol
  - i. We want to reassure everybody about our health and safety protocols. If you are back in the studio, that means you are fully vaccinated. You still need to wear a mask upon entering the building and follow all the other safety protocols and the station is communicating very clearly with what those are and ensuring they are enforced.
  - ii. We've received more funding for our Saturday specialty programming!
- c. Partnerships
  - i. 'KRFC Presents' Shows at the Mish & Aggie
    1. We're doing great interviews with the bands and recording the shows. We will try to air live as things open up and we are able.
  - ii. Community Hub / Healthy Aging Initiative
    1. We have a grant in the works for this. We'll be working with CSU, United Way, all the aging population nonprofits. It's called a Healthy Aging Community Initiative. We sent our application into Next50. This would really grow our community partnerships and help grow us into a hub.
  - iii. Future Legends Complex
    1. This is a world premier baseball/sports/entertainment center across acres of land in Windsor. We've met with the owners; they're incredible. The center is due to open in 2022. They'll have two professional baseball teams moving up for it. There will be a music venue, as well, with a capacity of 10,000. They're building dorms for school tournaments. We're already in the door pitching that we can be a partner for them.
  - iv. CDOT - FoCo Moves Initiative
    1. We are working on a grant for this. The initiative focuses on organizations working to encourage healthy physical distancing while things move back to normal and helping folks

continue to work remotely. We would be giving these organizations free underwriting.

- v. The lunchtime rotary just awarded us some money to put toward the Live at Lunch studio.
- d. Community Advisory Board: Participants, Meeting Updates & Bylaws
  - i. We've got some great people on it - they're all listed on our website. All very smart, connected folks.
- e. Tower: Schedule Update, Messaging Campaign
  - i. Everything is lining up nicely. We are looking for a building to repurpose, now.
  - ii. We're in discussions with New Belgium to do another Power the Tower celebration.
  - iii. Three years ago, the station was only referred to as KRFC, and many folks didn't know who KRFC was. We went through a rebranding and concluded that 88.9 was essential to our branding. In anticipation of the tower, we decided it was critical to get our ducks in a row on our marketing and branding. We are working with NerdyMind Marketing on this.
  - iv. Following the 18th Birthday Bash, our focus will be on the tower. We will continue working on stabilizing the revenue to support operations post-tower.

### **III. Board of Directors Open Discussion & Input (20 minutes)**

- a. James shared that if there's anything the board can do fun-wise to celebrate the staff, the programmers, our volunteers, let us know. They have all been doing so much and such amazing work and we want to show our appreciation for that. Jen shared that if the board wants to join the larger meetings to share their appreciation, that would mean so much. The next one is on Thursday, April 1. Riley shared that there's no question after a year like this, the trauma is real. Making room for people to step back, reflect, nurture, and heal - it's going to mean a lot. Making sure we're cognizant of that and support whatever that looks like is important.
- b. Lori offered that we should look at authorizing two new positions in anticipation of support the station will need with the tower going up. James agreed. The board acknowledged that there will be some intentionality needed to ensure we have the proper support in place. Riley shared that being thoughtful and strategic in our approach to growth, investing in the infrastructure is key - it takes money to make money and we just need to be wise in our investments. We've got some people power with the board that we can leverage, too. There's a lot to do and we need to do that in a thoughtful way and acknowledge how people have just poured themselves into all of this important work.
- c. Jen shared that it could be really valuable to have a strategic planning meeting in late April/early May. Lori shared that we could use her backyard for the occasion. Sean, Carrie, Denise, and David should also be invited to the

meeting. Rob shared he thinks it's a great idea to put together a plan to make sure we're keeping our revenue ahead of our budget.