

**Spokane Public Radio
Board of Directors Meeting
September 19, 2024 @ 5:30 pm
SPR Conference Room, 2nd floor**

Board Members Present: Elise Azara, Steve Faust, Tony Flinn, Dan Fratini, Heather Beebe-Stevens, Catherine Kashork.

Others Present: Mike Grabicki (Zoom), Brandon Hollingsworth, Tom Lee.

Meeting was called to order at 5:36 pm.

Steve began the meeting by noting that newly elected director Bev Ponikvar had passed away in late August. As a Board, we mourn Bev's absence and will be seeking a replacement.

- 1) **Minutes.** On motion duly made and seconded, minutes of the July 11, 2024 regular meeting of the Board were approved as submitted.
- 2) **Financial Report.** A financial report was provided in the board packet, consisting of balance sheet as of August 31, 2024, a profit & loss statement from July 2024 through August 2024, and a cash flow analysis.

Mike noted that August is always a difficult month for cash flow. Payment of an NPR bill has been deferred to September to conserve cash. The station's accounts payable are otherwise current. An estate gift and some larger donations were received recently, and this should help SPR through October. Mike reported that underwriting revenue was at budget and that expected revenue in October/November should stay on track with SPR's budget. A more extensive discussion of SPR's cash position was deferred to executive session.

Responding to a question about the SPR's performance against the FY-24 budget, Mike explained that the P&L statement shows SPR as under budget in part due to the way some expenses are allocated as monthly averages in the budget. In addition, the revenue provided under the "services" line is not expected until the Spring and Summer. The "services" revenue item would include rental of SPR's performance space – an initiative that has not yet been realized. A similar issue affects budgeted grant revenue – the budget reflects monthly allocation of expected revenues from the CPB grants that are actually received in three discrete payments during December – February of each year. Mike is currently working on a grant from Spokane Arts.

On motion duly made and seconded, and after discussion, the directors voted to accept the financials report.

- 3) **Operations Report.**

Henry McNulty has been promoted to the new position of "classical music director" and reports to Doug Nadvornek. Responding to a question from the board, Mike added that as the station moves to a more consistent format for each station, he expects each station will have a program director who will report to Doug.

Jerry is working on the Colville translator which should be up and running soon, and staff are planning to advertise the stronger signal once it is available.

The news department is gearing up for election coverage. Asked whether SPR is able to track viewers on its web site to see which pages they visit or to obtain demographic information, Mike indicated he does not believe SPR is currently obtaining this data. We do get some web-usage data from NPR, but not of this type, and Mike is considering a vendor that provides analysis of Nielsen data. It was suggested that Google analytics is capable of providing substantial data on the use of our web site at no cost to SPR. Director Elise Azara would be willing to look at this more closely if staff would like assistance.

A Kids Concert featuring Olivia Brownlee will take place in October, and we are planning coverage for the upcoming Folk Festival.

4) **Fund Drive**

Mike reported that the Fall fund drive will take place October 20 – 26 with a 3 day cyber-drive followed by 4 days of on-air pledging. The staff has set a goal of \$200,000 and a theme of “Bringing People Together.” The on-air drive will also emphasize a particular theme for each day: Wednesday – Music; Thursday – Sustaining Members; Friday – New Members.

Doug and Brandon are doing an orientation for staff members who have not previously participated in on-air pledging. Board members interested in participating in the fund drive should contact Stephanie.

5) **Programming Updates.**

Mike continues to work with Doug and staff to work out the specific programming formats for moving in the direction of more consistent “all news” or “all music” formats for each of the three SPR stations with a goal to implement changes in 2025.

A proposed program grid for an “all jazz” KPBY was provided in the board packet. KPBY is currently airing an “all jazz” format from midnight to 6 am. Staff is looking for about \$20,000 in funding to acquire programming to take this format to 24/7, and as funds become available they will continue to add content. Mike’s goal is to move all three stations to more consistent formats by the 2nd quarter of 2025, subject to approval of the board.

A director requested that Mike provide the board with a copy of the NPR webinar that provides the analysis in support of consistent formats, and this will be provided. It was also observed that any changes should be considered in focus groups, as has been previously discussed with the CAB, and listeners should be notified of changes well ahead of their implementation.

6) **Committee Reports.**

Search: Catherine reported the committee had narrowed the field of applicants from 18 to 8, and the committee will be conducting video interviews with this group in late September with the goal of selecting three finalists for further interviews in Spokane in late October or early November. The video interviews will be recorded so that committee members who cannot

attend the interviews will have access to them. Board members may also access these interviews, but they will be available for only a limited time at the recommendation of our consultant.

Planning: Sam was not present for the meeting but provided a report in the board packet.

Nominations: Steve noted that the Board needs to replace Bev Ponikvar and that the Nominations committee is currently in need of a committee chair.

On motion duly made and seconded, at 6:20 pm the Board moved to executive session to discuss developments relating to SPR's desire to sell the Kirby building, to further discuss SPR's cash flow, and to discuss an issue relating to SPR personnel.

The meeting was adjourned at 6:58 pm.