

MENDOCINO COUNTY PUBLIC BROADCASTING

Board of Director's Meeting

ZOOM – Meeting ID 861 6178 0759

March 31, 2026 - 5 PM

Approved Meeting Minutes

A. CALL TO ORDER 5:00 PM

B. AGENDA APPROVAL

Those in attendance SB, MS, JZ, MG, KO, CW, DS, SD, KW, Eileen Russell (incoming board member), Marc Komer (incoming board member), Hiedy Torres, Meagan Demitz,

Those in attendance from the public: Elise Cox, Jill Hannum

Amendment required to remove Item F2 from the consent calendar, deferring February financial reports to a subsequent meeting.

Moved JZ 2nd KO Passed unanimously

C. PUBLIC EXPRESSION - None

D. REPORTS FROM COMMITTEES

D.1 Finance Committee – Treasurer Golden

As of February 27, 2025 the balances in the KZYX checking accounts were:

SBMC operations checking account (#3934) – \$377,261.69

SBMC concert checking account (#3543) (unrestricted) – \$30,835.45

SBMC building fund checking account (#9654) (restricted) – \$330,914.30

Redwood Credit Union Savings (unrestricted for time being) - \$2001.43

RCU Operations savings account - \$0

RCU Building Fund savings account (restricted) - \$0

Net operating income YTD is -\$18,280.11 compared to \$42,708.40 for the same period in 2025.

As of March 13, 2026 the balances in the KZYX accounts are:

SBMC operations checking account (#3934) – \$ 373,945.54

SBMC concert checking account (#3543) (unrestricted) – \$30,835.45

SBMC building fund checking account (#9654) (restricted) – \$332,210.56

RCU overflow-MMA operations account (6618) (unrestricted) – \$2001.43

RCU Operations savings account (6618-S20)- \$0

RCU Building Fund savings account (6618-S21) (restricted) - \$0

- Already received finance reports
- Audit to be covered by GM de Channes
- Audit on underwriting being done by GM de Channes
- YTD budget reports and comparisons. Judy Waterman assisting with finance YTD reporting process. Gave professional background of Judy Waterman.
- Next step drafting budget for upcoming FY
- Membership revenue still not clear on reporting due to coding issues
- Still facing budget gap due to loss of CPB funding \$174k same as last year.
- Provisional budget to start new FY.
- Upcoming budget will need to consider funding shortfall
- Director Zolitor questioned if we have plans on how to fill financial shortfalls. GM de Channes stated we will have an additional pledge drive in the summer to try and fill the gap(s).
- Meagan Demitz stated that there is not a runway to continue same messaging. Messaging needs to be crafted carefully as we seek new members and new institutional support.
- GM de Channes stated that we need to be careful on how we frame that discourse.
- All public stations are having the same financial conversations.
- Director Wilder noted that the mid-term elections will be the dominant discourse.
- Director Ottoboni stated political coverage is being planned on KZYX. Working with staff to promote political coverage including candidate forums.
- Treasurer Golden wondered if we will be competing with donations towards the mid-term elections.
- President Baird mentioned news reports that judicial ruling regarding funding cuts to PBS and NPR.
- Meagan Demitz reviewed links between the upcoming elections and potential donations.

D.2 Executive Committee – President Baird

- Discussed finances regarding anticipated budget shortfall
- Planned orientation for new board members
- Planned annual in person meeting (May 26th 5 pm at the Alex Rorabaugh Center large conference room).

- Planned March BOD meeting
- Still do not have a District 4 representative on KZYX BOD

D.3 Building Fund and Development Committee – President Baird

- April 9th 5 PM meeting will be in person at 390 W. Clay Street, with a Zoom option
- Meagan Demitz provided update on her activities
- Past donors contacted via 650 US mail letters. Expecting 50% return. Test run to see how economy and other factors are affecting donations.
- Donation can be made on Building Fund website or by mail. Both will be monitored.
- GM de Channes and Hiedy Torres will be managing thank you responses.
Working with President Baird to schedule and hold events for past donors.
- Treasurer Golden asked when the donation responses may peak. Should be within the first two weeks of mailings.
- Director Wilder asked how we will message upcoming pledge drives. GM de Channes stated we are planning messaging for upcoming pledge drives.
- Director Ottoboni asked how many people were contacted via the US mail campaign. Target group is 653 people who have donated \$500-\$1,000 to building fund.

D.4 Building Project – Secretary Spindler

- Tower erection - the signed proposals that are out right now are for the erection of the tower. Materials already purchased. Hopefully will happen before the end of April.
- Trenching for the electrical to the parking lot building two and the future generator site. Do not have any dates to share for this.
- After these are done, we will move to the parking lot and the sidewalks.
- Low-voltage infrastructure and wiring will be installed at some point in the relatively near future and the equipment will start going into the racks.
- The board needs to focus on continuing the fundraising push.
- Questions regarding what exactly will be required to complete the project and moving operations to Ukiah versus how much is remaining in the building project fund.
- Director Ottoboni stated she does not want the momentum of the project to stop.
- GM de Channes stated that PM wants to have a reserve of \$80k to close the project out.
- Discussed estimated \$500k to complete the project as stated on the website.
- Meagan Demitz commented that we need to be specific about how and what we are seeking funding support for and what has already been accomplished with donated funds.

- A targeted invitational event around the erection of the tower structure has been suggested.

E. REPORTS FROM STAFF

E.1 General Manager's Report – GM Andre de Channes

- **OPERATIONS** Equipment & Programming
- GM de Channes presented PP slides to augment his report.
- We have not had any major breakdowns or off-air events (knock on wood).
- We have entered into an agreement with *The Mendocino Voice* for them to provide us with a local weekday audio newscast produced by their local staff in conjunction with KZYX.
- We are a few weeks into it now and we are working out some production kinks and having a meeting with them this coming week to debrief on everything so far. Listener feedback has been overwhelmingly positive. KZYX is saving approximately \$50k using the partnership with Mendo Voice.
- Syndicated shows that were displaced in our 4am programming change have been placed into the 3am hour to replace "Fresh Air" rebroadcasts which were removed from overnights.
- We have implemented the web portal that allows all programmers to drag and drop their audio shows into one place via a web interface. After about a month and a half of operation, it is a resounding success. Programmers like the ease of use, and on the administrative side it is much easier to manage. The next step is to ask programmers to drop their shows in a timely manner. We still have programmers dropping their prerecorded shows less than 48 weekday hours before day-of, or on a weekend for airing on a Monday or Tuesday. I am thinking of increasing it to 72 weekday work hours before their shows air. It is very disruptive to our workflow to not have programs submitted in a timely manner. It leads to mistakes being made.
- On our programming side of things, we are discussing having our programming logs completed 3 days before airing which would align with having prerecorded shows submitted at least 72 hours before airing.
- **ADMINISTRATION** - We have a new Underwriting Director! Kristi Ross has come on board and has now taken on KZYX underwriting duties. She is being trained by Katharine, and is almost up to speed and Kristi has been reaching out to our current underwriters to introduce herself. Kristi and I are developing a rate card and packages that will make it

easier for potential underwriters to select from a preset “menu” of services that we offer. As I reported last month, Katharine has decided to step back from her duties regarding her Underwriting Director role, and will continue with her Music Director duties.

- NPR is working on a new tiered subscription model. Instead of using station income as the metric to set their rates, they have switched to a households served model based on the FCC contour maps for a station’s broadcast range. They are rolling out the actual specific stations’ cost in early April, and I will be meeting with our NPR rep so we can go over our new rates.
- Work continues on the CRM database project, and much progress has been made. We have received some Allegiance reports and queries that we had requested. Because of the state of our data, meaning that it has not been correctly curated over the years, getting the report data was much more challenging for Allegiance than they anticipated.
- We are going to be switching to a different CRM called “Neon One” which is an online based database CRM that specializes in non-profit membership-based organizations. The reason we had the work done by the Allegiance team to untangle our data and get cleaner reports, is so we can port the data to a new CRM. We will begin the transition in mid to late June, after we are done with the pledge drive in May, processed the pledges, and have entered the data into Allegiance.
- We are allotting 3 months for the cut over to the Neon One CRM. Our annual financial audit is underway. It will be completed by May 1 or before, so we have time to prepare and file our Form 990 by the May 15 deadline. Work on streamlining our financial reports and QuickBooks transition from Sage is ongoing.
- Judy Waterman (founder of Price Waterman) has generously volunteered to help in the final push of our conversion from the Sage accounting system to QuickBooks online. Judy is an expert in working with finances for nonprofits. This transition has been a challenge due to the differences with data exported from Sage, fitting it to QB’s modern structure, the fact that the cutover was done mid-FY, and that much of MCPB’s accounting was done on paper.
- Judy’s “sage” advice on optimizing QB to better serve the GM, Board, and for maximum public transparency, is much appreciated. The 26/27 budget as it pertains to fundraising and pledge drives, etc. has been completed to give us some clarity on what we can expect, and I have also begun work on the overall 26/27 fiscal year budget. Part of the budget development hinges on the QuickBooks work being done.

- There is a push by some California legislators to create an \$80 million dollar bridge fund to assist former CPB public media recipients during these unprecedented times. An announcement made last week is that AB 2222 is going to be introduced. As more information becomes available, we will be advocating for passage of this lifeline, as a station, and asking for our members to participate in getting this passed.
- We are gearing up for our upcoming pledge drive. The theme is “Real People, Real Voices”, which in our world of nonstop technology and the firehose of AI development seems appropriate.
- The Quiet drive begins on April 20th to April 30th, and the live on-air pledge drive starts on May 1st to May 10th. We are actively looking for volunteers for various pledge drive tasks.

F. CONSENT CALENDAR

F.1 Approval of February 2026 Minutes

Motion to approve by JZ 2nd by SD Passed unanimously

G. MATTERS FROM BOARD MEMBERS

- Director Zolitor gave update on planned 2nd Annual KZYX Summer Music Festival August 30th 2026 in Caspar. Will be limited to three acts. GM de Channes will be performing during the event.
- Director Ottoboni asked about District 4 rep candidate identification process. President Baird said new District 4 rep appointment/selection will be done by the newly seated board.
- President Baird reinforced the need for KZYX BOD members to record promos for upcoming Spring Pledge Drive.

H. ANNOUNCEMENT OF NEXT MEETING: Tuesday, April 28, 2026, 5 pm
via Zoom

I. ADJOURN 6:15 PM