

Red River Community Advisory Board Meeting Notes

April 19, 2023 – 12:00noon

Attending:

Jesse Gilmore, Krystle Beauchamp, Kermit Poling, Henry Edwards, Mary Decker, Andrew Bindursky

Call to Order:

Jesse G. called the meeting the order at 12:16pm.

Minutes were approved, motioned by Mary D., no disputes

Staff Reports – given by Kermit Poling, General Manager

- 1.) **KDAQ Transmitter** – Kermit updated on transmitter, indicating that the previous challenge was to find the money for the transmitter. Money has been secured for the project from the Noel Foundation (1/2 of cost) and LSU Chancellor Clark's discretionary funding (1/2 of cost). Kermit gave huge thanks to both entities and to Chancellor Clark.
- 2.) **KSCL** - Centenary College is donating KSCL radio station to Red River Radio. Currently in the process of waiting on FCC approval, but contracts have signed between both parties. The goal is to have a station aimed at alternative rock, which is the current demography of the station. Acquiring the new station will give an additional, different audience to the RRR repertoire. Andrew B. inquired to who announcers would be. Kermit informed the board that announcers have not been chosen, but the radio station will also be automated. The station will operate out of RRR, and not out of the current KSCL building on Centenary's campus.

Mary asked what the wattage of the station is, and Renae informed the group that that it is 3,000 watts, and reaches as far as Benton, Louisiana. Kermit indicated that the doors will be open for production opportunities from the community (podcasts, broadcasts, etc.)

Jesse indicated that the future opportunity to broadcast Centenary sports on Saturdays would be wonderful if the possibility exists. Kermit indicated that RR would explore all options and limitations, but the plan thus far is to stick to music programming.
- 3.) **Red River Radio Mobile App** – App production has stalled due to the process to obtain an Apple Developer account. One account exists in the entire LSU university system for this purpose. RRR is working to get the Apple Developer account through LSUS Foundation, which is technically a separate entity, and are awaiting approval from Apple.
- 4.) **Friends of RRR** – Hardy indicated previously that work on setting up the Friends of RRR organization would commence after tax season. Jesse said that he would reach out to Hardy to get the next steps going. The organization will be a separate organization, with a separate board (6-7 individuals) with the sole purpose to assist with fundraising for the station.

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- 5.) **Insurance and Maintenance of Transmitters** - Mary D. inquired about the insurance for the station, in light of increased storms and severe weather. Kermit indicated that the university takes care of the insurance and that all sites are insured. Kermit also informed the board that when there has been a claim, the station has been able to recover the cost, with the exception of stolen equipment. The station conducts yearly inventory on equipment.

Andrew B. asked if the station is talking with individuals to assist with the funding to replace Lufkin and Alexandria transmitters. Kermit replied that talks are forthcoming, and that there is \$11,000 at the Community Foundation towards replacement, but the total cost for replacing Lufkin and Alexandria transmitters is approximately \$120,000. Kermit indicated that 17 years should be in a reasonable range for use.

Mary D. asked if the Friends of RRR would be looking and talking to banks/financial institutions by the beginning of the year, as these groups start looking to pick their charitable donations groups at this time. Kermit indicated that the Board is still responsible for actively soliciting funding/donations, but the Friends organization will be responsible for providing the 501c3 organization for keeping the money. Mary stressed that she believes that sit down meetings would be best and important to get the banking institutions to be compelled to give, and not just written correspondence.

Old Business

Approval of Board Members and Officers – Jesse G. asked to nominate the following new members for board membership, to be approved by email sent out to existing board members:

Angie White – VP of NLEP and longtime supporter of Red River Radio. Jesse met with her with Joe Kane and she is excited about joining the board.

Elton Richey – owner of Expedia Cruises and attorney; supporter of RRR and fund drives.

Jesse G. that officers were difficult to move on at this time due to attendance. He indicated that a conversation with current membership is important to discuss commitment of board members.

Andrew B. suggested that ZOOM meetings may be a way to reach quorum and get more of the board present for meetings, especially due to the multiple locations of board members. Kermit said that ZOOM is possible, but acoustics in the meeting space may be an issue. The members in attendance agreed to try a hybrid meeting for May 18 with ZOOM and in person, if possible.

Jesse said that he would like to reach out by written correspondence to current board members to get a response on whether or not each member is still committed to serving on the board. Jesse also indicated that the Board needs to start seeking new board membership by pulling current lists of donors in the station's listening areas and capitalize on their existing interest in Red River Radio, because interest in the arts and the mission of public radio need to be important components to RRR's board membership.

Jesse G. asked for a motion to adjourn. Krystle B. moved to adjourn.

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Meeting adjourned at 1:03pm. Next meeting to be held May 18 at 12:00noon.