

MCPB/KZYX Board of Directors Meeting Minutes for May 30, 2023

Present: Directors: Dina Polkinghorne, Susan Baird Kanaan, Kathy Rippey, Kate Stornetta, Renee Vinyard, David Hulse-Stephens; staff: Marty Durlin. Members of the public were also present.

Call to Order: 5:02 pm

Agenda Approved.

Public Comments: None

Committee Reports:

Finance Committee: Kate reported:

APRIL FINANCIAL REPORTS

1. Steve Winkle presented the APRIL 2023 financial statements at the regular meeting on May 25th:

- The Balance Sheet at April 30, 2023 showed a healthy total cash balance of \$467,367. Of that amount, \$172,490 is restricted building funds.
- Steve indicated that the cash balances on May 25th were approximately:

General Fund: \$275,000

Building Fund: \$172,000

2. Operations showed a YTD deficit of -36,812 as of April 30. Although expenses are significantly under budget due to lower personnel costs this year, revenues from the fall pledge drive and fundraising events are also under budget. At the time of this writing, the preliminary results of the spring pledge drive are in, and the pledges are again significantly under budget. Given these results, the committee expects to end the year with an operating deficit.

FY23-24 STATION BUDGET

The finance committee continued work on the FY23-24 Budget. The committee deferred the final draft budget until more information was available for the spring pledge drive results and the negotiations with NPR for reduced programming fees. We should have those answers for our next meeting on June 22 and are planning to finalize a proposed budget for presentation at the board meeting in June.

Capital Campaign: Kate reported that the Capital Campaign task force is doing

behind-the-scene work, ie: Susan submitted an article for the Community Foundation newsletter, Dina is working on a banner, Renee is hosting a luncheon on the coast. We are working on three grants, all related to the new building: the Newmark grant, a USDA grant and a FEMA grant.

Executive Committee: Dina reported that the NEH grant, which we have won, requires that other work come after work paid for by the grant. We met with Alexis (building project coordinator) to discuss this and other matters. We attended a FEMA webinar along with Alexis.

Concerning BOD vacancies, Dina had a conversation with Rob (Renee's husband). Some BOD members had concerns about couples serving on the BOD. In response, Rob said he is interested in serving on a building committee; so we are looking at re-establishing a committee. Lorie Leaf may also be interested, and David expressed interest, as well.

BOD Membership Committee: No report.

Ad Hoc committees to work on an Employee Handbook and a Programmer's Manual: Kathy met with Victor. They are looking at the old programmers manual and picking out sections that need revisions. They will meet again on June 16.

Employee manual: We will be picking it up again in June. We are looking at another organization's manual as a starting point.

Consent Calendar: Motion to approve the consent calendar was made by Susan, seconded by Renee. Motion approved.

Conduct of Business:

General Manager's Report: Membership Drive: Maybe the toughest one since I've been here. We reached \$52,629— a bit over half the goal — at the end of the 10-day drive. Probable factors:

Timing: this drive was 4-6 weeks later than usual, bumping up against Memorial Day weekend, graduations, vacations and many competing events.

Signal issues: Cal Fire's maintenance of the power lines up to Cold Springs Mountain led to shut-offs at the transmitter site over the past two months. The generators that were backing up the outages failed — resulting in loss of the 90.7 and 88.1 signals, and at first, even 91.5. We finally spoke to a Cal Fire official in Sacramento, and got some help, including a new generator at the site, with a new backup generator as well. But it's not over; the maintenance will continue through June.

New staff is barely in place, including Membership Director Shanx, Victor as Public Affairs Director, Katharine as Music Director.

General financial uncertainty, including the debt ceiling issue, high interest rates, bank failures and inflation.

Backdrop of public media in trouble all around the system, with NPR laying off 20 percent of its workforce, and other radio stations also failing to meet their membership goals.

Ideas on how to proceed post-drive: Email to members, callout to members who didn't renew (could the BOD do this?), "Soft" pitch announcements on-air, Social media crowd funding?

Community Foundation PR: Two wonderful stories about KZYX by our board member Susan Baird Kanaan, published by the Community Foundation of Mendocino County. Nice photos by Lia Holbrook. Thanks, Susan.

Upcoming: Board retreat, Saturday June 3, 1-4 pm, Susan's house, 621 Capps Ln; CAB meeting, Sunday, June 11 at 3 pm via zoom.

Authorize GM to apply for USDA Community Facilities Grant: Kate made the motion and Renee seconded. Motion approved.

Closed session: The Board went into closed session to discuss personnel matters. Received information and discussed staffing matters.

Next Meeting: Tuesday, June 27, 2023 at 5:00 p.m.–via Zoom

Meeting adjourned: 6:44 P.M.