

February 27, 2023 KDNK Board Meeting Minutes

In Person: Caleb N., John H., Erin H., Eloisa D., Greg A., Shoshana R., Raleigh B.

On Zoom: Kara S., Ela J., Jonathan S.

Guests: Amy Kimberly, Chris Hassig, Bob Shultz, Brandon Jones

Call to Order: 5:37

Shoshana Moves to Amend Agenda:

- Move Approval of Nov., Jan., Meeting Minutes to March Meeting
- Moving CAB Update from Brandon Jones to end of Meeting 7:15pm
- Seconded by Raleigh B.
- All in favor
-

Amy K. Update on 40th Anniversary Batch on April 15 @ Third Street Station

- Dinner starts at 5:30, Selling 75 tickets, 25 Reserved for Sponsorships
 - o Dinner: More Casual Feel, Really Good Food, Buffet Style
 - o Important to honor KDNK History
 - o Narrative Stories told on stage throughout KDNK History
 - o Drinks included in price of dinner
 - o Toast to Wick Moses
- DJ in hallway prior to Magic Beans
- People getting excited about Magic Beans! Starting 8:45/9pm, Done at 11pm
- Board Volunteering Opportunities!! Especially at dinner. Greeters to welcome to Third Street Center, work at box office. Email Aly and Amy to sign up.
 - o Volunteers Needed at Box Office and Bar to Greet and take money
- Mortgage Burning?
 - o Chris H. offered to make large scale mortgage to burn
- Get info on 40th Birthday Party out in Spanish
- Need to determine radio programming the night of the party

Alpine Bank Loan Forgiveness

- Promise to give \$10k, will be tagged as “Fortieth Birthday Sponsorship”
- Fit Mortgage Burning into 40th Anniversary Party?
- 8:45/9pm Mortgage Burning
- Get the story out!
- Symbolic Burning of the Mortgage. Money is budgeting but could make it part of the narrative of the 40th Anniversary party.
- Draft a Narrative?

Finance Committee

- Present of 2022 Budget, 2022 Actuals and 2023 Proposed Budget
- Committee recommending approval of 2023 Proposed Budget
- Proposed budget presented as comparison with 2022
- Certain income line items and expenses increasing for 40th Birthday Party
- Good year to go all out on merchandise
- Set up merchandise table at 40th Anniversary Party?

- Jonathan S. moves to approve 2023 Budget
- Raleigh B. Seconded.
- All in Favor.
- 2023 Budget approved.
- Finance Committee Mandate – Finance Committee to research mandate and potentially draft one for the system.

GM Report

- Greg describes Sunsense Proposal for putting solar panels on the building
 - o Investment would pay off in 4 years
 - o Have raised and trying to raise more restricted capital towards solar panels
 - o Waiting for structural engineer review of roof structure and estimated age of shingles
 - o Still waiting on information if structure is adequate to install as proposed
 - o Would need stamped structural engineering costs and drafting costs.
 - o Kara S. - We Don't have the full cost of the project, Unknowns of weighing structural engineering costs, potential improvement to structure
 - o Are there higher priority structural issues?
 - o South Side of Building – Put up carpark with solar panels? But public right of way?
 - o Raleigh: Board is aligned with solar project and gives direction to continue to explore and gather information, but direction to Greg to come back to the Board with additional information on costs: structural engineering costs, shingle info.
 - o Board in favor of proposed direction and to continue moving forward with Solar Project, but come back to Board with actual project costs.
 - o Hold off on fundraising until we know we are doing it.
- COLab, Colorado Media Project – Sopris Sun Grant for Latinx Media News Cohort
 - o Sopris Sun working on building out website and translation.
- Tech Issues: Hiccups with “Rotate Cups”
 - o Luke addressing with 100 “momentos”
- True Nature Summer Concert Seasons – Going to happen but paired down
 - o Ticketed
 - o KDNK still committing to live broadcasting
- Ticket Giveaways, In Studio Performances and Interviews – Going well.
 - o Liam Laird
- Aly S.: Crushing it on Social Media, Sponsorship Raising on Bday Party, and Advertising of Live Shows
- Lotteria – February 8 – Fun, Great Interaction. Another one March 8
- Lockdown of Aspen and Local School Districts – Onslaught of calls, questions
 - o Eventually got story fact checked hone down to be able to report accurately about what happened. Speculation stressful.
 - o News team did a great job getting accurate information to public.
- Honoring/Memorial to Wick Moses
 - o Call from Annie Flynn, who appreciated how KDNK handled the news.
 - o Luke gong to air 30min of Wick clips.

Board Updates

- Ela nominated as Treasurer, All in Favor
- Jonathan connecting Caleb into Tech Events Committee
- Erin on Events Committee, Going to Get Roped in with Aly S. Given emails address
- Tech Committee
 - o Working on Organizing
 - o Web DAD is dead. Not an effective tool. Not user friendly.
 - o DJs moving in the Tidal direction, can do a lot more in shorter amount.
- Events Committee
 - o Amy gave big update on 40th Anniversary
 - o Chilli Cookoff Saturday March 3/4
 - o Lotteria March 3/8
 - o Membership Drive 4/5-4/15 – Bday Party
 - o Potential more events in Summer
 - o Shift Women's Arm Wrestling or Mr. Roaring Fork to a talent show?
- Human Resources
 - o Staff Reviews
 - o Staff Liaison – Raleigh going to continue to check in with staff.
 - o Employee Handbook/Manual Overview
- Community Advisory Board
 - o Brandon Jones Updates, CAB Met in November 2023
 - o CAB Recommendations from 11/30 CAB Meeting (from email):
 - (1) Increase the promotion of music programming on KDNK
 - The CAB believes that KDNK could highlight their music programming better, as well as the transitioning of DJs.
 - Promo Production Training
 - o DJs will be invited to attend a training on Adobe to create a promo for their show. Raleigh offered to be the trainer, other DJs can learn along the way, and train future groups
 - o Show promos will be stored in DAD, and logs will instruct DJs to play a show promo during their show OR to verbally promote another DJs show.
 - Volunteer DJ Transitions
 - DJs who are outgoing will be invited to provide a photo and a blurb to the KDNK staff member that writes the newsletter. They may choose to be acknowledged, or not. If they would like acknowledgement, photos and blurbs will be published in monthly KDNK newsletter
 - (2) Test the waters with a show that combines music and mostly local news on FRIDAYs at 5-6pm after Express Yourself for 8-12 weeks.
 - The CAB believes that the majority of our listeners may want music instead of news from 5-6pm. Obviously, this is a risky and controversial move, considering the fanaticism that some people demonstrate for NPR. That is why the CAB is recommending that we test the waters with a Friday Show from 5-6pm that combines music, news, and local flavor/personality.

- Consider offering a paid position (to increase the quality of this program, and pay someone for their hosting skills and bi-lingualism?)
 - Great Music
 - Bilingual local and regional News
 - Collect listener data through survey monkey. The survey will be super simple with questions like: Do you like it on Fridays? Do you miss ATC? Should do this everyday instead of ATC?
 - Survey results will be analyzed by staff and CAB
 - Start ASAP
- Next Meeting 3/17 at 6pm at the Station
- CAB Discussion (further discussion of above points)
 - Music Happy Hour
 - 5-6pm: Shift to local news, English/Spanish news mixed in with Music
 - More vibrant programming as to not listen to NPR anymore
 - Offering 5pm timeslot as “paid position”?
 - Try on a Friday see what people think?
 - Bilingual host?
 - Playing exact same program as KJAX
 - Should instead use the time to highlight creative folks
 - Be More Creative with that Hour
 - Refocus on local news generation
 - **Formal Recommendation to Test the Waters on Fridays**
 - Keep Local Newscast
 - Involve other things
 - Greg going to discuss at Staff Meeting
 - Get Feedback from Staff Meeting
 - DJs Transitioning Out of Active Working
 - Leave photo, little blurb
 - Acknowledging Transitions
 - Honoring leaving DJs want to respect
 - Acknowledging folks on their way out and in
 - Cody can instruct DJs?
 - Increase Promotion of Music and Local Programming
 - More promos for internal Djs
 - More clued into when they can hear what genre
 - DJs produce their own teaser
 - Training to Adobe to make promos for show
 - M-ore in the know about when they can tune in
 - Raleigh is going to schedule promos
 - CAB Meeting on March 17 @ 6-8pm at the Station

8:00 Adjourn