

# **MCPB/KZYY Board of Directors Meeting**

## **Minutes for September 26, 2023**

**Present:** Directors: Jeff Zolitor, Angelica Limon, Kate Stornetta (chairing the meeting), Xochilt Martinez, Dina Polkinghorne; staff: Marty Durlin, Victor Palamino; Members of the public also present.

### **Call to Order**

### **Agenda approved.**

### **Public comment:**

Stuart Campbell updated the board on ticket sales on upcoming event, the film Redacted, playing at Mendocino College.

### **Committee Reports:**

**Finance committee:** Kate reporting. The committee did not meet this month, but will meet next month and have current financial statements at that time. Xochilt has joined the committee. Steve Winkler is working on the current audit.

**Capital Campaign working group:** Continuing work on tasks. Focus is on refreshing our campaign materials. There is a brochure in process, rendering of the building, video is in process. Hoping to wrap those up in the next month. A couple grants are being worked on, a USDA grant and a grant through FEMA and CPB.

**Executive Committee:** no report.

**Membership Committee:** Marty stated that we are looking for a board member from the Fort Bragg area. Marty or Renee are the people to talk with.

**Ad Hoc Committee for revising the programmers' and employees' handbooks:** Dina reporting that the draft has been completed and submitted to staff for their review. After their review we will have a bigger conversation with the board as we review it.

**Building Advisory Group (BAG):** Marty reporting that we have a new member, Jeff Ellis. We talked about moving the proposed site for the NPR dish. In a recent storm, large branches came down from an overhead tree that would have damaged the dish if it were in the location that is currently on the plan.

Tom asked if we could subdivide the property and sell off a portion of it. Marty feels that it would cramp our plans

### **Citizen Advisory Board:**

## **CONSENT CALENDAR:**

**Approval of the Minutes of August meeting:** Jeff made motion to approve; Angelica seconded. Motion carried.

## **CONDUCT OF BUSINESS:**

**Presentation from Victor Palamino**, public affairs director, reporting on Spanish language and bilingual programming for 2023. We are providing additional Spanish language programming. We are doing outreach to the Latino community about the new programming. These changes are a response to a survey we performed a year ago, and we will be doing another survey to see how the programming has been received. I write a monthly article about KZYY for La Punta, the only Spanish-language newspaper in Mendocino County.

Board members had some questions. Discussion followed regarding goals for KZYY expanding serves the Latino community that represents 30% of our county population.

Emergency Response Plan: Victor reported that he met with news directors, Sheriff Matt Kendall, and the Cal Fire chief. We talked about doing PSAs and emergency announcements in English and Spanish. We discussed the emergency plan and how KZYY will interface with the emergency organizations' needs.

## **General Manager's report:**

**Update on Cold Springs Transmitter Site:** I've been speaking to Mike Duggan, Cal Fire's Director of Technical Services, every week for the past six weeks, and we have had very few signal outages (one week we had none!). They've closed bids for a company to service the generators, in order to relieve Cal Fire employees; and are currently taking bids for the line repair, hopeful it can be done before winter sets in. That appears to be a long shot, but possible.

**34th Birthday Party/Drive:** Shanx has done a lot of prep work on the Drive, October 20-29. We should have some new KZYY promo items (hats, T-shirts) for the birthday party, DJ'd by Aline of Alma Latina at the AV Brewery on Sunday, October 15, 4-7 pm. The Quiet Drive begins October 2.

**All Station Meeting:** Thanks to Kate and Renee for attending. It went well.

**NEH/JRP and the Building Advisory Group:** Chris McMorris and Sam Skow from JRP, the historical firm that's consulting on the historical study requirement of the NEH grant, met with Alexis and me, along with Ann Piesen of the NEH. Ann

instructed us/them on how to proceed (entailing a further bill from JRP; we've already spent about \$8K), and believes we can come up with a "no adverse effect" ruling. She said not to worry about the timeline.

BAG met and it looks like a good group, with Jeff Ellis joining.

**Redacted:** Nice promotion of the film and event by Stuart Csmpbell, including an interview which I converted into a podcast. Ticket sales are more than 100, and Stuart is making a big push this week.

**Grants:** FEMA/CPB: It's topmost in my list right now. Due November 8.

Community Foundation: We submitted two grants this month, one for the intern program and one for arts programming/podcasting training for programmers. Both \$5K. Thanks to Steve Winkle and Susan for their assistance; and Victor for taking the lead.

Discussion followed about the benefits of the Emergency Response Plan work that Victor reported on above in writing the FEMA grant, as well as including information about it in

**Hispanic Heritage Month:** We received good publicity from the three-part series\about Chile's 1973 coup, produced by Loreto Rojas/Cal Winslow, including pick-up by a couple of other stations and a notice on the CPB website. You can find KZYY public affairs podcasts anywhere you get your podcasts.

**Directors' comments:** Dina reported that she and Tom Dow met with a longtime major donor. He is strongly invested in our move to Ukiah and has offered generous support for the building campaign.

**Next meeting:** Tentatively for Monday, October 30, 2023, via Zoom

**Adjournment**