

MENDOCINO COUNTY PUBLIC BROADCASTING

Board of Director's Meeting

ZOOM – Meeting ID 861 6178 0759

February 24, 2026 - 5 PM

APPROVED MINUTES

A CALL TO ORDER 5:01

In attendance: SBK, MS, MG, JZ, KO, KW, SD, CW. Also, GM de Channes, Hiedy Torres and Meagan Demitz

Member of public in attendance: Jim Beatty, Marc Komer, Jill Hannum, Eileen Russell, "Vale"

B AGENDA APPROVAL

Motion by JZ 2nd by MG Passed unanimously

C PUBLIC EXPRESSION

Johanna is concerned that NPR is doing an end run around listeners and member stations. With CPB funding gone, NPR is trying to drive listeners directly to their App/website versus listening to local stations and comments regarding incorporating listeners. How do we motivate listeners to remain our members? Director Zolitor questioned GM de Channes if NPR is trying to do end around on members as well. GM de Channes clarified how NPR's model is changing. They are trying to bring their member stations members. NPR is one of the most listened to program contents based on metrics just received. KZYX is referenced in the NPR app. Andre now has metrics regarding listening audience. Andre will continue to pursue and advise.

D REPORTS FROM COMMITTEES

D.1 Finance Committee – Treasurer Golden

- Not going to read out account balances as they are included in financial reports already provided.
- Audit status report. Auditor will begin work in next week or so.
- Will have draft of fiscal year budget (2026-27) for next finance committee meeting in March
- Building fund report. Project manager and GM have identified deliverables regarding building occupancy and remaining unfunded project deliverables.
- Power point presentation overview. Copy of PP presentation is attached to these minutes.
- Allowing BOD to become familiar with departmental financial reports from QBs.
- SAGE to Quick Books conversion issues. Certain categories are still not reflected accurately.
- Underwriting revenues underperforming. Contrasted previous year versus current year.
- GM de Channes clarified that we have more than shown for underwriting in trade by perhaps \$40k. But underwriting is still underperforming. Again, the SAGE conversion has caused these issues.
- We have the same number of underwriters this year as last year.
- President Baird explained that some of our finance details are currently faulty, pending correction, and our revenues are down. Our bottom lines are correct but individual totals in some categories are not correct.
- Regarding P&Ls for each studio sites: Repairs are costing more than replacements would if they were available.
- Allegiance coding tool should be deployed ASAP. Will mitigate the lack of coding accuracy.
- Fiscal priorities as outlined in attached Powerpoint presentation.
- New building project website will facilitate direct donations.
- Clay Street re-fi is due in October 2026.
- CRM conversion is being planned.
- Finance committee and BOD approval of financial reports. Will align timing of audit with auditors' availability.

- Need to close out fiscal year. Discussed sequence of what needs to happen and when.
- Responding to auditors' questions once audit commences.
- Director Wilder commented about the burden on Treasurer Golden and asked about hiring a financial support person. Do we need to consider hiring a controller?
- Mr. Witter has already committed to supporting KZYX news for next three years. The grant is contingent on his receiving complete and approved financial reports.

As of January 31, 2025 the balances in the KZYX checking accounts were:

- SBMC operations checking account (#3934) – \$351,272.01
- SBMC concert checking account (#3543) (unrestricted) – \$30,860.45
- SBMC building fund checking account (#9654) (restricted) – \$337,218.12
- 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 \$88,997.78 compared to -\$64.96 for the same period in 2025.

As of February 16, 2026 the balances in the KZYX accounts are:

- SBMC operations checking account (#3934) – \$ 374,410.24
- SBMC concert checking account (#3543) (unrestricted) – \$30,835.45
- SBMC building fund checking account (#9654) (restricted) – \$332,890.09
- RCU overflow-MMA operations account (6618) (unrestricted) – \$2001.18
- RCU Operations savings account (6618-S20)- \$0
- RCU Building Fund savings account (6618-S21) (restricted) - \$0
- Schwab account as of December 31, 2025 – \$22,583.05

D.2 Executive Committee – President Baird

- Received report on Clay Street project.
- Discussed annual meeting. New board members to be seated and new officers elected.
- 5 PM May 26th still looking for a venue but will be in Ukiah, in person
- Orientation for new board members will take place sometime during the previous month.

D.3 Election Update – Johanna Cummings, Election Coordinator

- Elections update on website. Only single candidates for District 2, 3, and 5 applied. Candidate statements are posted on the website for review.
- District 2, 3 and 5 seats will be filled at annual meeting
- Not holding elections will save KZYX money
- Updates to election policy last August still applies
- Discussed clause on former employees not being eligible for BOD positions, qualifier and time limit
- Treasurer Golden questioned if there is a committee to get people engaged versus being on BOD.
- Director Ottoboni said a few people have expressed concerns about the lack of an election this year (though members had an opportunity to run for a seat). The new board should consider updating aspects of the election policy.
- President Baird thanked Johanna for her service as election coordinator.
- District 4 has an open seat because no one ran for it, and efforts to recruit a member were unsuccessful. After new BOD is seated, hopefully we can find someone to appoint.

D.4 Building Fund and Development Committee – President Baird, introducing Meagan Demitz, Development Consultant

- The new building fund website has been launched, providing project updates and photos and easy opportunities to donate.
- Consultant Meagan Demitz spoke regarding working with data, identifying pinch points, calendar development, and other forms of preparation for a fundraising campaign.
- The next phase of the campaign is outreach to past and prospective donors.
- Starting training next week
- Spring mail appeal going to donors of less than \$500 at the end of March. Major donors will be contacted in person. All donors are important.
- Working with GM de Channes to track donations.
- Explained CRM – Customer Relations Management. Allegiance is the current KZYX database.
- How to utilize current database to improve fund raising, and whether/how/when to transition to another one are questions currently being addressed.
- Contrasted building versus general (operations) fundraising: both are critical.
- Working on Fiscal Year 2027 budget. Still experiencing a gap due to loss of CPB funding.
- Creating a fundraising calendar and schedule, showing who is asking, how and when.
- Planning to increase pledge drives to three per year
- Expanding the capacity to bring in new members.
- Changing the way we ask for donations. Personalizing the message. Also improving donor acknowledgments.
- Discussed distinction between members versus donors

D.5 Building Project – Director Spindler

Work continues over the past 30 days, and we have more pictures to share. We're entering a critical stage of the project both from actual deliverables required to occupy and available funds required to complete the project. Here are the most recent tasks at or near completion:

- The toilet is going to be set this week.
- The refrigerator will be going in
- The remainder of the window coverings will go up.
- All furniture has been delivered and assembled for the studios.
- GM de Channes shared recent pictures

The following tasks need to be completed for a certificate of occupancy to be issued:

- \$20,000 to erect the tower
- \$20,000 to trench for the power to the generator, the parking lot lights and building two.
- \$25,000 for antennas and coax cables
- &15,000 to install the antennas and the coax cables
- &25,000 for the ADA parking space and the sidewalks.
- \$25,000 technical consultation to make everything work

Total: \$130,000

Over the next 1-2 weeks we will again determine what project deliverables are fully funded versus those that will require additional fund raising to be completed.

E REPORTS FROM STAFF

E.1 General Manager's Report - Andre de Channes

OPERATIONS

- We have entered into an agreement with The Mendocino Voice to provide us

with a local weekday audio newscast produced by their local staff in conjunction with KZYX. We are very excited to get this collaboration up and running. There are some logistical workflows that to be worked out, but we are moving forward and hope to be broadcasting local news reports in March.

- Internet service in Fort Bragg has been upgraded from DSL.
- The Talmage studio workspace was reconfigured with a different desk and computer monitor arm for a more ergonomic and accessible workspace. We have been getting very positive feedback from our programmers about the change.
- We are running a new national public affairs program called 1A that runs at 5am Monday to Friday. I encourage our listeners to check it out either live at 5am or on Jukebox.
- We are making some ongoing adjustments to our overnight programming.
- Our App has been updated and improved with more options to engage with KZYX content. Update it on your devices if you have not already done so.
- We have finished testing a web portal that will allow programmers to drop their audio shows into one place. We have had an issue with programmers using different ways to send us their shows, like Dropbox, or Google Drive, One Drive, We Transfer, email, etc. These multiple ways programmers are sending us their audio shows some confusion and adds to the complexity of fielding shows for air. With one portal, all audio for air will be coming to one place. It is easy to use and is literally a drag and drop interface. We will be rolling it out to programmers in March.

ADMINISTRATION

- As I reported last month, Katharine has decided to step back from her duties regarding her Underwriting role and continue with her Music Director duties. We have interviewed an excellent candidate and I will be meeting with her this week to formalize an offer.
- New hire for underwriting position is starting on Monday, March 2nd.
- Work continues on the database project, and much progress has been made. We are still waiting on Allegiance for a list of what reports and queries we have requested. I have a feeling it is a bit more challenging than they (Allegiance staff) anticipated. Mary and I also had a meeting with another CRM company called Neon and will be attending their demo this week. Allow current members to have a login and manage their membership. Mary, Meagan and I have been meeting to get clarity about the level of integration we need for any CRM we will potentially be using.
- We are gathering information and documents for our upcoming annual financial audit. Documents being pulled together.
- Meagan, Mary, Shanks, and I are working on the 2026/27 FY budget as it pertains to fundraising and pledge drives, etc. and are fleshing out the fiscal year calendar as well as the annual calendar for our membership outreach, pledge drives, and events.
- We were invited to participate in a group of NorCal Public Media Radio Stations that are going to be part of a support network for staff, and a resource for technical, news, operations, best practices, underwriting and membership management, etc. Will be having monthly meetings. It is being started by KRCB in Sonoma County and is called the Public Media Support Channel. We had a meeting and it was very productive. I think this brain trust will be an excellent resource for KZYX staff. Focus on operations best practices.
- Deadline for vacating Talmage studio is June 30, 2026. Will need a temporary space until Clay Street comes online.

F.1 Approval of January 2026 Minutes

F.2 Approval of Financial Reports January 2026

Motion by JZ 2nd by CW. Approved unanimously

G MATTERS FROM BOARD MEMBERS

None

H ANNOUNCEMENT OF NEXT MEETING: Tuesday, March 31, 2026, 5 pm via Zoom

I ADJOURNED at 6:43 PM