## KDNK Board Meeting

**August 16, 2021**

**Location:** At the Station with Raleigh on Zoom

**In Attendance:** Shoshana Rosenthal, Chris Hassig, Kara Silbernagel, John Henderson, Mac Scott, Raleigh Burley (Zoom), Aly Sanguily, Scott Levine

**Staff:** Greg Albrecht

**Public:**

**Absent:**

**Call to Order:** Shoshana Rosenthal

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<tr>
<th>Topic</th>
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<td>5:40 - Call to Order</td>
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| 5:43 - Meeting Minutes             | **Motion to Approve June Minutes**  
   - Shoshana moves and Chris seconds - All in favor  
   **Motion to Approve July Minutes**  
   - Shoshana moves and Chris seconds - All in favor Chris Seconds                                                                                           |                                               |
| 5:44 - Greg Finances               | Feeling good about the finances  
   Budget  
   - Moves CPB out of grants over to other revenue  
   - Based on the advice of our bookkeeper.  
   - The current budget reflects what was voted regarding employee bonuses last meeting  
   - A draft budget will likely in early November                                                                                                           |                                               |
| 5:57 - Finance Committee           | Update the authorized agents on the Vanguard account  
   - **The Board approves the following resolution**  
     - **Motion by Shoshana Rosenthal - seconded** - Approve the authorization of Shoshana Rosenthal, President, as |                                               |
an authorized signatory to act on the Organization’s behalf, Kara Silbernagel, Treasurer, as an authorized signatory to act on the Organization’s behalf and Greg Albrech, Executive Director, as a person with limited authority to act on the Organization’s behalf for the Carbondale Community Access Radio Inc’s current Vanguard account. All changes will require two signatures on any actions on the account.

| 6:14 - Cleaning up the Drive | We need to narrow the permissions to the current board  
| | ● Mac S. is now the back up number on the google drive |

| 6:17 - Bylaws | **The bylaws need to be reviewed for November**  
| | ● Possible amendments: Voting by email or language about zoom or other virtual meetings  
| | ● Change the language regarding $5k transaction requirements  
| | ● The timing of the budget - Currently before Labor of Love and before the CPB Grant amount, but there are new Board members in Decembers  
| | ○ Idea: Move the budget meeting to January  
| | ○ Idea: have the budget available for the annual meeting but have deeper discussions and approval in January (this does meet the requirements in the bylaws)  

**Address the Reserve Policy? (60/40 Split)**

| 6:34 - ED Report Continued | Included Below |

@Everyone - Read the bylaws and be prepared with proposed changes

greg@kdnk.org
Follow on progress
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| 7:13  | Strategic Plan              | **Strategic Planning Goal:** Have it done in December                  | with the DAD System  
[greg@kdnk.org](mailto:greg@kdnk.org)  
add tips mention to the script for DJs during MTN Fair next year  
@Everyone - review the Strat plan and consider what sections you can contribute  
christopherhas… circulate a digital version of the strategic plan |
|       | Question:                   | What is the proper level of details/operational detail?                 |                                                                      |
|       | Question:                   | What do we need/want this document to be?                               |                                                                      |
|       | Note:                      | The CAB thinks a simplified survey would be of value                    |                                                                      |
| 7:34  | Committee Updates (starting | **Tech**  
Signal strength - Both the GWS and Aspen signals need improvement - We will use Zastro’s hours  
**Events**  
Disc golf on September 25th  
- Need 10-16 volunteers  
- Food Truck is set and talking to Idlewylde about beer  
- Amber Sparkled is on a new Jacket  
Considering another event with AAM during Membership Drive  
Potato Day is October 2nd and we will be selling records  
**Grants**  
Pitkin County Grant is submitted and the report for this year is, as well.  
@Everyone  
Consider questions that could be added to the volunteer caller |
|       | with Tech)                  |                                                                        |                                                                      |
| 7:37  | Events                      |                                                                        |                                                                      |
| 7:41  | Grant Committee             |                                                                        |                                                                      |
| 7:44  | CAB                         |                                                                        |                                                                      |
KDNK ED Report
August 16th, 2021

STAFF

Anderson completed and submitted the extensive spreadsheet required by NPR in order to migrate our current web content and functionality from our current platform (Core Publisher) to the new Grove Platform. We have secured November 10th, at 1 pm as the launch of that migration. In the meantime Anderson is collaborating with all of the staff to keep our current platform up to date in content and format. This has coincided well with his efforts on Instagram and Facebook as well. Kenna and Anderson’s efforts have been instrumental in successfully pulling off successful outreach events described further below.

We have landed on fall membership drive dates of September 22nd through October 4th. Kenna has pre-drive efforts scheduled including dates for mailing members due to renew in the fall as well as phone banking efforts to monthly givers. Anderson has applied for a special events permit with liquor in Bert and Ernie Park for the Frisbee Golf event on September 25th, the first Saturday after the drive kick off. The Town of Carbondale has approved our event with liquor. We are also lining out a schedule of small pop up outreach events to take place during the membership drive. Kenna is finding a good flow in coordinating volunteer public affairs hosts, both in terms of helping as needed with production and uploading to automated programming.

Over the weekend our Digital Audio Drive crashed and Cody was essential in fielding the dead air notification and mitigating it including prompt communication with the rest of staff especially those most affected in the near term. The biggest impact was on Monday morning news and this helped Amy communicate with Steve Cole about an alternative way to host the news Monday morning. This was also critical in getting the equipment addressed quickly through prompt contact with our IT contractor, Louie Girardot. Louie was able to come in this morning and discovered that a cooling fan was
down causing the drives to overheat and trigger a protective, thermal shut down. Thankfully, there is no need to replace the drives nor the fan and DAD is up and running again as of early Monday afternoon.

The news department is producing more internally produced features and spots between Amy and Morgan’s efforts. We have also engaged with a new freelance reporter in Will Grandbois. He has some radio experience through having hosted Everything Under the Sun while he was the editor of the Sopris Sun. He recently obtained a “Red Card” certification enabling a journalist to go to fire fighting front lines and camps for reporting.

FINANCES
Our operating account is at $285,400. Last year at this time our operating account was at approximately $171,000.

PROGRAMMING

The Mountain Fair live broadcast was a great success. A lot of positive feedback was provided at the park and on the street from those that had listened at home or in their car. The sound quality of the music over the airwaves was a common thread in the feedback, as well as the appreciation for the programming in general. This year was unique in that Luke Nestler would typically stay in the studio at the station for all of the MF broadcast hours Friday through Sunday. This year there was a combination of volunteer DJs who were within their usual time slots, as well as a variety of staff members. By training them in the basics of throwing back and forth from the park to the studio it worked really well, and in some cases the sound company played what our DJ was playing as the park's "house music". A personal favorite occurrence was for a stint between shows at the park, Cool Runnings (Michael Francisco) reggae selections were being played. We have learned that wireless mics work well to commentate on some of the events like wood splitting, but in the future will use an external RF antenna to receive the wireless mic signal at the booth. We would also like to expand on more spontaneous interviews at the booth over the course of the weekend. To capitalize on the good listener vibes of Mountain Fair we injected some membership and support promos throughout the day in the form of thank you’s to the live broadcast sponsors and with a conclusion of “you can support KDNK by…” We ran these messages for the 2 weeks following the broadcast.

We are considering replacing Travel With Rick Steves currently playing on Friday from 6 pm to 7 pm with For The Wild: a female-led progressive media organization and nonprofit. Their broadcasts have come to be known as a hub for facilitating important conversations with people such as Chris Hedges, Jacqui Patterson, George Monbiot, Buffy Sainte-Marie, Jill Stein, Adrienne Maree Brown, Winona La Duke, Vandana Shiva, and Terry Tempest Williams, to name a few. We have preempted Rick Steves numerous times this summer with the True Nature live broadcast. More importantly For the Wild will provide a drastic contrast in diverse programming and provide access to a diverse
organization (For the Wild).

We have executed two more live broadcasts from True Nature and will be broadcasting the last two of the summer on August 27th (Natalie Spears and Lizzy Plotkin) and September 10th (Sam Heart and Freddie Mercury).

Morgan Neely is providing excellent news hosting Monday through Friday for All Things Considered, local and regional news, and has already produced some great features including the Glenwood Canyon, I70 closure initial press conference with Governor Polis.

Recognizing that digital content is an important part of our programming: We have submitted our work sheet outline the content and functionality of our current web platform in order for the NPR project managers to configure that content into what will be our new platform. **WE NOW KNOW THAT THE LAUNCH OF THAT NEW PLATFORM WILL TAKE PLACE ON NOVEMBER 10TH STARTING AT 1 PM.** The timing of this is good in that the membership drive will be long over. This also gives us plenty of time to practice with our own content in a training environment before the actual migration takes place.

We are engaging with Adrian Fielder, Assistant Dean of Instruction and the CMC Sustainability degree program with the hope of facilitating a public affairs show produced and broadcasted by students of the sustainability program.

On our radar: Programming as it relates to DJ's in need of fill-ins and the most effective way to accomplish the substitute process. We are also assessing further DJ training needs to facilitate solid programming for both music and volunteer, public affairs show hosts.

We will take into account the recent CAB meeting, including its feedback and conclusions.

We were not able to broadcast the August Second Sunday concert at Soris Park nor the Glenwood Live Music at Two Rivers Park solely because of lack of attainable broadband connection. In both cases and especially Sopris Park we have spent countless hours trying to ensure reliable broadband for services and hubs that don’t belong to us. For years we have emphasized to venues, including these two, that a reliable broadband connection on site is essential and required to live broadcast. We are placing this responsibility in the court of the venue owner from now on. In this case the Town of Carbondale and the City of Glenwood Springs.
Mountain Fair provided an excellent opportunity for in person community engagement. Multiple staff members and volunteers were present at our broadcast booth for the entire event. We had great volunteer attendance for our shift at the Caninta from 4pm to 9pm, and were able to interact with attendees for the entire shift. At the same time we raised over $1700 from our efforts at the Cantina. (we budgeted $1200 for this event.) We tried something new at the booth this year: We brought KDNK merchandise and membership forms to the booth. We sold over $500 in merchandise and raised about $300 in membership donations. More importantly we interacted with numerous members and listeners that stopped by to chat and acquaint themselves in person with KDNK. We also interviewed some folks that dropped by, as well as conducted some scheduled interviews with Sarah Murray (MF head volunteer coordinator), and Lani Kitching (Carbondale Board Trustee, and water advocate.) We feel great about the execution of the live broadcast, and even better about the success we experienced in community engagement off the air waves.

On Saturday, July 31st, from 3 to 5 we tabled at the Mid-summer Blowout at the Aspen Art Museum. The community event included Gabrielle Rucker of Sparkle Nation Book Club for a special youth program and live music from Denver-based band Brothers of Brass. Other family activities included garden-related art-making activities. From 4 to 5 we provided a DJ set done by volunteer DJ Alejandra. We also collected audio from attendees as a participatory project for station ID’s, etc. AAM took out an entire, color, full page ad in the Aspen Times Weekend Edition and KDNK’s logo was featured prominently in the ad.

Also on Saturday, July 31st, from 5:00pm to 9:00pm, as a media sponsor, we tabled at the free Samples Concert presented by TACAW outside at the Contemporary. In addition to being the media sponsor we are considered to be a non-profit partner with TACAW and had our tent and table alongside VOICES Project, CORE and other non-profits in an expo adjacent to the event venue. Great turnout, interaction, and affiliation. We were also the media sponsor for Basalsa last Saturday, August 14th, and will be the media sponsor for the Brother Brothers concert on Saturday, August 28th.

Our music director, Cody Lee, brought our table and tent to the New Castle Rides and Reggae Festival described as: The New Castle Rides and Reggae Festival is a celebration of trail running, mountain biking, music and community. The event was well attended and an excellent representation of KDNK.

As a reminder: In addition to live broadcasting every other Friday from 6 to 7 at True Nature, we are physically present at the live event, with our banner and a table. Stephanie at True Nature is always incredibly gracious in pointing out our presence to the live audience, as well as over the airwaves, and consistently pitches membership support in her introduction of the musical artists and the event.

We have done 4 ticket giveaways for the Belly Up so far since resetting that collaboration with them. Call-ins are happening quickly, validating the value and benefit
we are providing to our members and listeners.