

## **MCPB/KZYX Board of Directors Minutes for May 31, 2022**

**Present:** Directors: Dina Polkinghorne, Len Tischler, Kate Stornetta, Renee Vineyard, Susan Baird Kanaan, Lorie Leaf and David Hulse-Stephens. Staff: Marty Durlin.  
Other attendees: Ed Keller and Tom Dow.

**Call to order:** 5:01 p.m.

**Agenda and minutes:** approved.

### **Committee Reports:**

Finance Committee: Kate presented the current monthly financial report showing a healthy margin above expenses. Discussion followed regarding separating the building-fund balance sheet from the station operating balance sheet for the sake of clarity.

CAB: Susan reported that she had an interested candidate to chair the CAB.

### **Building Fund Task Force:**

Kate reported that the building-fund pledge drive went well. Our thanks go out to Renee Wilson and all the staff and volunteers who made it successful. We will cross-check the major donor list with the pledge-drive donors, then meet to determine who to contact further.

Len suggested that we get an article into newspapers about the building-fund drive. Marty and Susan will meet to discuss writing a press release on that topic.

Tom said that the most urgent thing to do is to send out thank-you notes to all the donors during the pledge drive. Marty suggested that Kate, Renee Wilson and herself meet to coordinate sending those out. Dina and Renee Vineyard volunteered to go to the Philo studio to write the notes or postcards.

### **President's Report:**

Dina reported that the executive committee has not met since the last BOD meeting. She recommended committee members stay after the BOD meeting to discuss dates for the next meeting.

### **General Manager's Report:**

**Landmark on-air pledge drive, the Building Fund:** Already seems long ago, but it went well, with a total of more than \$160K. The preparation and training by Renee and Alicia, along with the commitment of programmers and staff, resulted in compelling pitching. The well-crafted case for support was very helpful in presenting our message. All-round excellent work by the KZYYX community! Thanks to everyone for quiet drive pitches and other contributions, and special gratitude to Tom Dow for his support. We also enjoyed the assistance of membership assistant Sarah Shankman (Shanx).

**Moving forward at 390 Clay:** After hearing from the general contractor, the project director, the broadcast engineer and the architects, the Executive Committee has settled on the project manager, Alexis Vincent, to oversee the effort. Menton Builders will participate at various times throughout the process. Also included: the architects, broadcast engineer, staff and a host of contractors and volunteers. Currently we are awaiting the final drawing of the floor plan and site plan to present to the City. While we wait, we will be able to prepare the way for next steps. Not to mention secure more money for the building fund.

**MCOE lease:** We recently renewed our lease with Mendocino County Office of Education for the Ukiah/Talmage studio for another two years. A well-used and wonderful asset for KZYYX.

**Social Media:** KZYYX contracted with Ranchomatic (Yvonne Boyd and associate) to boost our social media image during the building fund drive. Their report is attached, showing an increase in engagement. We are currently pondering how to proceed in the social media world.

**New KZYYX phone app:** Eddie has spearheaded the development of our new phone app, which will debut in mid-June.

**Jukebox:** After months of problems with Jukebox — the archiving system we use on kzyx.org— we now seem to have a long-lasting solution. Jukebox is under the auspices of Pacifica, thus largely out of our control. We certainly heard from listeners about the jukebox problems, and the station's own internal operations suffered as well.

**Grants:** Phoenix Trent and I continue to work on grants, with two submitted and more on the way.

**News Director Victor Palomino** arrives this week.

**Budget process:** We are beginning to plan for next year. It will be tight.

**Anderson Valley Remote Studio:** The AV Community Services District board was unable to meet last month, but we have a draft contract for both Boards to review, and so far it seems as if it will work well.

**Diane Hering:** Former KZYY General Manager, Membership Director and music host Diane Hering died last week after a lengthy illness. To honor her and her contributions to KZYY, we are eulogizing her in a news report and hour tribute on Memorial Day.

**Comments from Directors:**

Dina brought up that the “Round Up at the Register” for KZYY’s benefit just ended at the Ukiah Natural Foods Coop.

Tom checked in about his work with KQED on possible major donors. He said he has asked Renee Wilson to provide him with information about the number of donors and the monetary amount that came in from the building-fund pledge drive.

David shared that he’d had a discussion with Tam Adams, who provided him with the original copy of the plans for the construction of the Clay Street building. Tam is the daughter of Dr. Nicolas Zbitnoff, who had the building constructed to house his medical practice, as well as a dental practice (in the smaller of the two buildings).

Marty said she’d like to see the plans and suggested we might frame them on a wall of the building.

**Meeting adjourned at 6:02 p.m.**

**Next Meeting: Tuesday, June 28, 2022 at 5:00 p.m. -via Zoom**