Board of Directors Meeting Minutes
November 15, 2018, 5:30 p.m.
3913 Kachemak Way, Homer, AK 99603

Board Members
Present: Dave Eckwert, Robert Purcell, Dana Stabenow, Nicole Arevalo, Wayne Aderhold
Absent: Suzanne Bishop, Debbie Speakman, Kevyn Jalone, Jenny Martin, Genie Hambrick, Kyle Schneider
Quorum present? Yes
Visitors: None
Community Advisory Board: None
Staff Present: Terry Rensel, Alder Seaman

Proceedings
- Meeting called to order at 5:30 p.m. by Board President Dave Eckwert.
- Agenda was approved by consensus following the addition of Robert’s organizational development presentation under new business.
- Minutes of the October BOD meeting were approved by consensus.
- Station Reports
  - Terry provided an administrative report, adding:
    - This day KBBI aired episode six of Check the Pantry, the last in the six part fall series of the show. Episodes will air as repeats on Sundays at 10:00 am until the winter series of six shows begins in January. The Thursday 11:00 am slot will be filled by the locally produced classical music show Standing Ovation.
    - Community feedback for Check the Pantry has been very good, especially on social media. Two of the episodes were in the top ten lists as audio files on the website for the month.
    - Terry attended the ABA/manager meetings the week prior. In attendance were presenters and reps from NPR, CPB and Fred Jacobs from Jacobs Media. Terry said he’s not sure how the new makeup of Juneau following the November general election will affect us, but that the governor-elect has proposed cuts to public media funding in the past. The Walker administration will present a budget before leaving office. An APRN rep said to prepare for multiple possibilities in terms of funding cuts at the state level. Public safety/emergency services will be a talking point for public radio in funding conversations with Juneau. Terry said it was nice to see his colleagues and peers from around the state and to make new connections.
- Community Advisory Board
  - No CAB members were present. CAB’s Rotary Health Fair booth was discussed later in the meeting under Public safety Committee.
- Committee Reports
  - Finance –
Terry spoke for the committee. The income/expense numbers are up a little from this time last year because we have more staff now (Renee hadn’t begun working yet this time last year and Jeff gained hours). The APBC money is also not in yet.

Dana spoke on Barbi Failor from Edward Jones’ brief presentation to the committee on 11/13/18. She put together a theoretical account of what Edward Jones could do for KBBI in investing more money into CDs or other investment strategies. Barbi left materials for the committee/BOD to consider.

- **Strategic Planning** –
  - Terry spoke on Genie’s report, which is included in the meeting packet. The website has been updated with information and minutes from the October meeting, and approved BOD meeting minutes will be posted by the Monday following meetings. The CAB is still looking for new members and would appreciate suggestions for possible candidates.

- **Strategic Planning** -
  - Terry spoke on Genie’s report, which includes: the list of those who volunteered to “champion” action items identified at the October retreat, that these individuals will provide progress reports, and Robert’s work meeting with KBBI staff to discuss organizational objectives and progress tracking. He added that there will be much more at the December meeting on the strategic part of strategic doing in terms of champions.
  - Dana stated that she believes Robert’s organizational effectiveness work is the most important part of the strategic doing from the retreat moving forward. She added that she understands that KBBI grew from the top down, and we should codify things moving forward if we want the station to grow, and for investors to take us more seriously.

- **Development/Fundraising** –
  - Dana spoke for the group on the 11/14/18 meeting. The committee along with Jeff Lockwood went over the logistics for KBBI’s major donor recognition event, which will be held December 8th at Station 12. Jeff will be making the food and committee members have assignments.
  - She spoke with the committee about money from The Alaska Fund and The Alaska Foundation that we can look into applying for. She says The Alaska Fund has new monies available and that they want people to go to their website to look for funding opportunities.
  - She also presented a timeline and a fundraising plan for the 2019 membership drive that the BOD will be undertaking for the station’s 40th anniversary year. She asks the BOD to keep their eyes open for more membership lists from other organizations that we can utilize for KBBI membership outreach. Sometime in January the BOD will have a working party to divide the list of those who will be individually reached out to.

- **Facilities** –
  - The committee did not meet, but Wayne has been speaking with Scott Waterman of APHI about his community solar project idea (Scott is knowledgeable about solar arrays and funding sources).
- Terry reported that broadcast engineers are in town and have checked out the broadcast wires, tower, connectors and the building. They were impressed with the condition of all those things. Wayne added that Bill the engineer agreed that our electrical power distribution drawings need to be done and Terry said that the broadcast chain will be updated. The engineers told Terry they will provide recommendations the following week on how the wiring could be cleaned up.

- **Policy/Bylaws** – Did not meet.

- **Public Safety** –
  - Robert reported that agreement development with KESA is ongoing and that much of this is in the hands of the Homer Fire Chief and KESA personnel.
  - Robert and Nicole spoke about the CAB’s KBBI booth at the Rotary Health Fair. The booth was manned mainly by Jill and Carol from the CAB and Genie and Robert from the BOD, with Nicole filling in and being present for some of the event. Handouts on the importance of emergency preparedness and KBBI’s role in emergency events were given to event goers and Robert spoke with a number of curious citizens in a more in depth way about these topics. The crank radio/flashlight/cell phone charging device was raffled off. Robert saw this event as a good learning experience and a baseline for future KBBI outreach efforts.

- **New Business** –
  - Robert gave a presentation and provided a detailed report on his work as “champion” of organizational development reporting and accountability, part of which was to determine if this is in line with the BOD’s intent. He has met with the GM and the staff as a whole, drawing on both the work done at the October retreat and previous BOD meetings. The staff have shown appreciation for this meeting and offered valuable input to the process, and stressed identifying listenership (which mirrors previous BOD conversations). He has obtained a projector and screen that will allow for group editing of documents in real time while seeing them projected (ex. correcting minutes of the previous BOD meeting on the spot and directly sent to Terry for posting to the website). He used this to demonstrate the use and features of a KBBI objective tracking Excel form he has developed.
  - The presentation and report outlined the elements of the new objective tracking process, which include: reviewing our goals, guiding principles, developing plans, drafting objectives for each goal, establishing clear naming conventions, establishing regular staff/BOD working groups, and how to use the tracking process.
  - Genie and Robert believe the BOD needs to look at the station’s goals and sort between aspirational items (principles) and measurable goals, and that overall KBBI needs to talk about outcomes we want to see and how we want to get there. He sees this as a two year transitional process, implementing, improving and building as we go. Beginning this process helps us to understand where we’re at in order to move forward thoughtfully, and will incorporate periodic reflection and analysis- in line with the strategic doing strategies KBBI has already been
using. Robert has offered to Terry to be a facilitator and to support him, his staff, and the BOD in this process- all will have to chip in.

• Dave commented that with this Robert is not building it from scratch, rather this system organizes, clarifies and places accountability on things KBBI is already doing, and that seeing the ideas Robert has been talking about in written form is very edifying.

  o Staff and Board Comments —
      o Alder- Nice to have a week off, now back at it. She gave much appreciation to Robert for his meeting with the staff on this organizational development process. It was very helpful to them all, especially to see it in writing and using the projector/live editing.
      o Terry- Commented that a friend who manages the Guam station also manages the station in Taipan, which was flattened by a typhoon. Donors gave money and this manager handed out little crank radios to the island residents- cool. He also thanked Robert for all the hard work and is extremely excited to get into this organizational development. Says the staff raved about the meeting with Robert and the process he’s spearheading here.
      o Dana- The single most important thing the BOD will be doing for the next two years and beyond is the organizational development work- having goals never ends. Also, Wayne’s cellphone screen is too small for her to read.
      o Nicole- Liked the new projector/live edit tool that Robert donated to the station. Also commended Robert for brilliant work.
      o Wayne- Good to see engineers from APB come by the station to do work. A great step forward.
      o Dave- Likes structures that are not personality-based, but work for the organization and can withstand personnel changes (speaking on Robert’s efforts). He says it is bittersweet to see the exciting directions the station will be going in the years after his BOD tenure/directorship terms out (but we can tell he’s smiling inside).
      o Robert- Shared enough for one evening, so we let him off the hook here.

Meeting adjourned at 6:47 p.m.
Minutes submitted by Nicole Arevalo, BOD secretary