Board of Directors Meeting Minutes
August 16, 2018, 5:30 p.m.
3913 Kachemak Way, Homer, AK 99603

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

Proceedings:
o Meeting called to order at 5:30 p.m. by Board President Dave Eckwert.
o Agenda was approved by consensus.
o Minutes of the February Board meeting were approved by consensus.
o Station Reports:
  o Terry discussed his monthly administration report. Highlights include:
    • Collaboration/media partnerships (Strategic Plan Goal Area 3) with various organizations is ongoing and Kathleen has been partnering with many local organizations for the local science program Kachemak Science.
    • He walked the BOD through the website pageviews traffic graph and what the data show about which stories appear to be earning the highest amount of page views and when these peaks have occurred. This part of the news/social media report has become a recent feature of Terry’s Administrative report.
    • He also added a new section to his news/social media report highlighting three KBBI news stories that have gained a lot of traffic on our Facebook page, specifically: troopers seize 33,000 lbs of illegal salmon (8/6/18), Deb Lowney runs for City Council (8/10/18), Aderhold runs for re-election on City Council (8/7/18).
  o Community Advisory Board:
    o No CAB member was present to report and no CAB meeting occurred in the previous month. The BOD/CAB liaison had nothing new to share with the Bod regarding the CAB.
  o Committee Reports:
    o Finance-
      • Terry reported for the committee, commenting that the differences showing on the Profit and Loss report between this fiscal year and last year are attributable to bill timings that have changed slightly (in this early part of our fiscal year these things show more drastically).
      • Revenue, however, between both years is similar.
      • Also, the Finance Committee approved the 2018 version of the resolution that grants the GM sole signership on checks over $2,000 for specified vendors, and which added two new vendors to this list. Robert suggested that we identify our resolutions by date and year. The BOD adopted the 2018 version of the resolution along with Robert’s idea.

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Genie spoke for the group. The committee met on July 26th to consider potential candidates to fill upcoming vacancies on the BOD. They looked over lists of people who had 1) been members for three consecutive years to date, and 2) who could be considered “major donors.” Several candidates were identified from these lists. Sarah Richardson has expressed interest in joining the BOD, and one of the identified candidates with valuable qualifications for service is being asked to consider a BOD position. The committee will continue to work on recruitment until we have candidates to run on the December ballot for both of the seats that will be opening next year.

- **Strategic Planning**

  - Genie reported that the committee has been reviewing our Strategic Plan Goal Areas in anticipation of the retreat (staff/BOD/CAB) on September 29th from 10 am to 3 pm. They have been developing new small goals for us to consider. The retreat will be at the hospital training center on Pioneer Ave. There will be a “strategic doing” overview and committee chairs are asked to develop brief reports on what their committees have accomplished in the past year.

  - Robert overviewed the concept of objectives vs. goals, stating that objectives are what you want to accomplish, and need to be measurable and time-bound. He commented that objectives are a part of a plan, set on a certain date, but all plans are subject to unforeseen obstacles. Tools such as adding tiers that label who would be in charge of individual goals, timelines, etc., may be added to a strategic plan for better specific direction. Tiers such as this can be divided into things like (A) Goal Areas, (a) Goals (major), (aa) who, where, when, what, etc. However, tools such as this should not be used to police individuals.

- **Development/Fundraising** – Debbie provided a detailed report and added:

  - Posters are ready to hang for the 0.5K Brew to Brew run happening on September 8th.

  - The volunteer list for this event is out and being responded to.

  - A major donor/legacy donor event is on the horizon. Alder would really like to see this happen in the coming months.

- **Building** –

  - Did not meet, but Wayne, the self-titled “Unwilling Chair by Default” reported that he and Pinky Morse are inspecting potential building issues, including a footing drain.

- **Policy/Bylaws** – Did not meet.

- **Public Safety** –

  - Did not meet, but Robert reported that Gary Thomas (former KBBI GM) is the new Public Information Officer for KESA and will be drafting the KESA component of our formal agreement.

  - Robert has been in conversation with Homer city officials about updates to the tsunami evacuation map and KBBI being a valuable asset in outreach to the community when the maps are out (probably in October). Genie commented that if physical signage will be installed regarding tsunami routing and emergency response, that perhaps KBBI should be included on this signage. This could help get the word out that we do emergency broadcasting and where to tune in.
- New Business: None.

- Staff and BOD Comments:
  - Alder: Thank you everyone.
  - Terry: Thank you for all you do.
  - Dana: Back at ya!
  - Debbie: No comments.
  - Robert: Appreciated Alder for all the unseen details and pieces that need to be done to get the 0.5K fun run going.
  - Kevyn: Apologized for missing the retreat next month.
  - Genie: It’s fun and exciting what’s going on around here lately.
  - Dave: Tip of the hat to Debbie for her role in the 0.5K momentum.
  - Wayne: Congratulated Debbie and the Chamber of Commerce on a successful gubernatorial debate the past Tuesday at Alice’s.

Meeting adjourned at 6:40 pm.

Minutes submitted by Nicole Arevalo, BOD secretary.