Board of Directors Meeting Minutes
March 21, 2019, 5:30 p.m.
3913 Kachemak Way, Homer, AK 99603

Board Members
Present: Robert Purcell, Nicole Arevalo, Wayne Aderhold, Genie Hambrick, Dana Stabenow, Sarah Richardson, Michael Walsh (telephonically)
Absent: Debbie Speakman, Kyle Schneider Quorum present?: Yes
Visitors: None
Community Advisory Board: Rachael Almendinger
Staff Present: Terry Rensel, Jeff Lockwood

Proceedings
- Meeting called to order at 5:31 p.m. by Board President Genie Hambrick
- Agenda was approved by consensus
- Minutes of the November BOD meeting were approved by consensus.
- Station Reports
  - Terry provided an administrative report, adding:
    ▪ The person recommended first to help out in the development office while Alder is out on leave has turned the position down and offered a suggestion for another to inquire with.
    ▪ Policy & Bylaws update: Terry and Nicole will be scheduling a time to get the ball rolling on the updates recommended at the February meeting.
    ▪ There’s no updated information yet on the phone system yet. He has been in discussions with Nick (the IT guy at City Hall) about installing a system using internal labor and will be seeking a Rasmusson grant to fund a new system.
    ▪ Terry noted that there will be a roughly $29,000 deposit soon entering our bank account which will improve the bottom line on the P & L.
- Committee reports
  - Finance –
    ▪ KDLL has requested to extend their service agreement until the next fiscal year in light of the budget uncertainties this spring. Terry recommended to the BOD that the agreement be extended until through August 31, 2019.
    ▪ The State House Budget Subcommittee for the Dept. of Administration passed full funding for public broadcasting at their most recent meeting. Molly Kabler of APBI said she still expects the governor to use line item veto on public broadcasting funding. The marching orders for individual stations remain to stay the course of targeted messaging on this issue. Stations are asked to hold off on sending many letters to legislators.
  - Board Development –
    ▪ Met on March 11th. The committee drafted a list of KBBI members who they would reach out to in order to fill the BOD seat vacated by Kevyn for the rest of the 2019. Since then Kyle had reached out to the 1st individual on the list and was awaiting
their response. If they decline the committee the committee will continue to work
down the list.

- Genie explained the proposal for restructuring committees and the background
  information for the idea of starting a Public Information committee. Wayne
  suggested some language changes. Robert inquired about the proposal to create an
  Organizational Effectiveness committee, which would combine the Board
  Development and Strategic Planning committees into one. He expressed concern that
  these two tasks may not be well suited to cohesive committee work. Genie explained
  the rationale behind the proposal. Following discussion, Genie requested moving the
  proposals regarding the Facilities and the Organizational Effectiveness committees
  back to the Board Development committee for further work, thus changing the
  proposal before the BOD that day to include only the new Public Information
  committee and the minor verbiage changes to the F & D committee. The BOD
  approved and passed these items.

- Development/Fundraising —

  - Genie went over the plan for the 1,000 Member Drive included in the packet. She
    added that as of that day about 25 people had renewed membership and roughly
    $3,000 had been raised since efforts began. Terry commented that he has received
    good feedback on Dana’s letter that was sent March 11th. People commented that it
    was well written and thanked KBBI for the reminder.

  - Dana stated she believes that all BOD members should be tasked with writing one
    outreach letter a year, utilizing our own personal expertise and perspective to remind
    the public that we exist and do not operate for free.

- Public Safety —

  - Did not meet. However, Robert and Wayne shared the upcoming Blue Line Tsunami
    Awareness Project activities:

1) Wed. March 27th Robert, Police Chief Mark Robl and a representative from UAF
   Geophysical Institute will be speaking on Coffee Table.

2) The City is seeking grants to do Blue Line signage.

3) Sat. March 30th will be a Blue Line event across much of downtown, hosted by the
   City of Homer, which includes a run/walk along the Line starting at the Elk’s Lodge.
   Wayne sought volunteers to help during the event with waving signs showing where
   along our streets this Blue Line is. There will be press releases on all these things.

- Ultimately the goal is to get signage and build products for the Chamber of
  Commerce and vendors who have business in the tsunami evacuation zone, primarily
  on the Spit.

- Facilities, Strategic Planning, Policy & Bylaws and Personnel committees—Did not meet.
  Genie will be sending out Terry’s annual review in the coming month.

  - Community Advisory Board

    - Rachael spoke for the committee:

      - They are going to meet again in April since the March quarterly meeting
        lacked a quorum. They plan to talk about the coming summer and
potential events that CAB may pursue, such as Salmonfest, for establishing a KBBI presence/outreach via booths on a regular basis throughout the year.

- Rachael offered to write a letter from her perspective as a teacher and CAB member in line with those the BOD have been prompted to write akin to Dana’s letter to the membership.

- New Business – None

- Visitor Comments-
  - CAB- Rachael- No comment

- Staff and Board Comments –

  - Jeff- Just showed up to check out a BOD meeting, see what it’s like.
  - Terry- The public safety aspect of public broadcasting is really what has been resonating in Juneau. He thanked the BOD for their support, assistance and all they do for KBBI and commented on his great, hard-working staff.
  - Michael- Is concerned about the budget cuts at the state level and offered to discuss and help with outreach to those in the community who may not recognize some of the ways this station can serve them- even while he’s away out of state.
  - Wayne- Scott Waterman has expressed interest in consulting for the facilities committee. CERT training is available for those interested. And, KBBI has been recognized by the HAM radio club as those people who did the tsunami warning coverage.
  - Robert- 1) If or when we want his participation with legislators to speak to the public safety elements of public broadcasting from an emergency manager perspective he’s ready to do so. 2) His Fire Department duties will be taking more of his time than anticipated, so this is a consideration in his availability for the time being.
  - Nicole- Really likes the marine-themed 1,000 member drive’s “Jump on Board” flyer and can’t participate in the Blue Line run next Saturday due to her Able Seaman Coast Guard licensing class that day… go Mariners!
  - Dana- 1) Believes there’s real talent around this board and is learning a lot from all. She’s happy we all agree not to tuck our tails in the face of the state budget proposals. 2) Story Knife is going to be occupying more of her time. The groundbreaking ceremony is next month. Lots of work to do.
  - Genie- Feels really encouraged and grateful to the BOD and staff. Lots of good work going on.

Meeting adjourned at 7:08 p.m.

Minutes submitted by Nicole Arevalo, BOD secretary