

**KZYX & Z BOARD MEETING**  
**Minutes of the Meeting of September 12, 2011**  
**PLOWSHARES CONFERENCE ROOM, UKIAH, CA**

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Board members in attendance: Bob Page, David Hopmann, David Jackness, Fran Koler, Anthony Melville, Katharine Cole, Doug McKenty and Laviva Dakers.

Board members absent: All present

Others in attendance: General Manager John Coate and members of the public.

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1. Call to Order - President Bob Page called the meeting to order at 6:19 pm.
2. Presentation of the Minutes of the July meeting - Katharine Cole, Secretary, presented the minutes of the membership meeting held in July. David Jackness moved and Fran Koler seconded the Minutes. Approval of the minutes was unanimous. There were no other documents to or from the Board of Directors taken into consideration at this time.
3. General Manager's Report - General Manager John Coate addressed the meeting with his report. A complete written version is included in these minutes as Attachment A. There were several points of clarification, in part as follows:
  - a. Operations: The tree blocking line-of-sight between Cold Springs and Laughlin Ridge was removed by the owner of the property, Golden Rule Church Association. The Board extended thanks to them for their cooperation. JC mentioned ongoing problems with 88.1 and reports by listeners in the Ft. Bragg area regarding drop outs. DH asked for clarification regarding the tree line blocking Philo line-of-sight. JC detailed various scenarios for alleviating this ongoing problem. The discussion turned towards the status of the lease on the station property in Philo and possible remedies. JC also mentioned the new EAS ordered as well as ISDN replacement equipment being dependent on the fall pledge drive receipts.
  - b. Programming: JC noted the popularity of the new Al Jazeera program, and discussed the possibility of bringing back FSRN, but noted the manner they deliver the program is time-consuming vs. ALJ straight to DAD mode. JC also informed the board of the addition of Mendo Matters with Paul Lambert and the discontinuing of the Community Arts calendar due in part to its for-profit emphasis.

c. Membership & Development: The two-day pledge drive netted \$22K and \$16K has already been collected. The benefit concert in November with Laurie Lewis/Ruth Moody was detailed. LD asked about the manner of promotion for the events and the possible development of a template outlining criteria for events, partnering with other non-profits and visibility of the station through said partnerships. There was a short discussion of options and viability of those options. JC noted Tara Levin has moved to Sacramento and Angela Dewitt was not covering membership with Diane Herring, part time. DJ extended thanks from the board to Ann Cole for her work last year in cleaning up our membership databases. There was a short discussion regarding the notation of pledged not collected as “receivables”. LD offered the idea to have an incentive for members to use credit cards vs. other means as those pledges are immediately collected. DM suggested per month incentives and BP offered that a good goal would be to be at an 80% credit card level for pledges.

d. Underwriting: JC noted underwriting performed well this year with \$5242 in cash and \$13,440 in trade. There was a discussion regarding what is considered “trade”, including lowering station monthly bills, et al.

e. Finances: JC presented a spreadsheet representing profit and loss for the year so far (see attached GM report). He noted the NPR fiscal year was ending and the amount towards our debt to them raised vs. the \$25,200 due by September 30<sup>th</sup>. JC outlined what our NPR program fees consist of, including annual fee, satellite fee, programming fees, et al. He noted some pledge money is designated towards NPR, but payroll and monthly station operations take priority. He also noted no grants income was expected until November.

4. Public Comment: BP opened the floor to public comment. Questions were asked regarding details of the CAB duties, advantages to the ISDN line and details of the practical aspects of that change, offering underwriters the benefit of late night repeat slots, need for programmer meetings and advance notice of board meetings locations.

5. Mission Statement and Strategic Plan: There was a brief discussion regarding moving forward with updating the Strategic Plan. KC outlined a possible calendar schedule for committee meetings and asked for guidance regarding the composition of those committees. A discussion regarding the mission statement also ensued and the need for a committee to address the mission statement directly was stated.

6. Upcoming Meetings: In response to the public comment, BP and DH led a discussion regarding future Board meetings and the following was the result (all meetings are 6-8pm unless otherwise noted):

<b><u>Next Meeting Location</u></b>	<b><u>Date</u></b>
Willits	November 14 <sup>th</sup>
Anderson Valley	January 9 <sup>th</sup>
Coast	March 12 <sup>th</sup>
Inland Valley	May 14 <sup>th</sup>
Willits	July 9 <sup>th</sup>
Anderson Valley	September 10 <sup>th</sup>
Coast	November 12 <sup>th</sup>

**NEXT MEETING: November 14th, 6pm, Willits (location TBA)**

ADJOURNED: 8:07pm

Submitted 11/8/11 by K. Cole  
 Attachments:  
 General Manager's Report