

**KRFC 88.9 FM Radio Fort Collins
BOARD OF DIRECTORS
REGULAR MEETING
June 23, 2020, 12:00 p.m.
Zoom Video Conference**

DIRECTORS PRESENT: Riley Phipps, Michelle Deschenes, Fred Jacobs, Jordan Wiswell, Rob Gray, Lori Feig Sandoval

DIRECTORS ABSENT: James Yearling, Saja Butler, Nathan Bush

STAFF AND VOLUNTEERS PRESENT: Jen Parker

PUBLIC PRESENT: None.

The meeting was called to order with a quorum present at 12:07 p.m.

No additions to agenda; previous minutes approved.

ED and Staff Updates

Financials Review and Development Updates

We applied for a grant from the Muse and the Census. Grants are going to be critical for us, especially regarding the tower.

Larimer County paid upfront with their new agreement.

Exodus Moving is a new partnership. They will be spending \$4,800/year with us.

Jen is in the process of working on 15 underwriting agreements/renewals.

We will be reviewing financials for the possibility of increasing staff compensation.

Tower Update

The station is working on nailing down a location. We've engaged an engineer to help us with this process.

Programming and Operations Updates

Music District is still on complete lockdown. In the building at any time there's usually only one DJ. We have eased back in eleven live DJs. There's complete separation between them as we are staggering the times they are in the building. We have everyone signing waivers and agreeing to the rules and regulations.

Band of the Day is airing. We've aired over 60 Colorado bands so far. The last one was Nathaniel Rateliff. The original list was to honor all the FoCoMX bands when that canceled and we have gone way beyond that list now. There's not enough diversity in the original list so we are working on that. We've expanded the program and will be diversifying it going forward. We're very diverse as a station, so it's more about how we're marketing ourselves.

We've ordered switches that will help improve our on-air operations.

MadWire will be hosting our website. Within the next week they should have our streaming up. They are looking at all of the pods we've added and noted that they are not well streamlined. Madwire will be working with us to help get everything streamlined and flowing well together for a better-looking website.

Every morning, except Friday, before 8 am is automation. It's awesome music, much better mix than it ever was in automation before. What we are doing behind the scenes, now, is categorizing all the music into genres and everything that is loaded into the system will be coded so that we can have blocks of automation devoted to specific genres.

The remote equipment is in. We are installing the remaining internal pieces. Then there's an external piece. We'll be testing it remotely in the next couple of weeks. We have a back-up plan in case it doesn't work at certain venues.

Upcoming events and community engagement

We're being very thoughtful around our community engagement and virtual events. United Way was so impressed with our partnership that they plan to give more back to us. We're continuing to promote FoCoMA and now hugely promoting their drive in series.

We're thinking of doing a Brewery a Week. Our aim would be to contact a series of breweries, hammer those out, schedule them, and the Brewery of the Week will present the Band of the Day. We will ask that they promote it on their social media. In addition, they may donate beer to the band.

We have a great partnership with The Mish. Starting this Sunday, we'll be sponsoring their Sunday afternoon sessions, recording them and re airing them on our Around Town show every Wednesday at 7pm.

BOD - Continued & Evolving Support

Board members are taking turns attending staff meetings and it's been great making those connections.

The board is working on putting together a match gift fundraising opportunity,

possibly in July.

Board input/thoughts/questions (as needed)

The board discussed matching gift logistics. We also discussed the best way to provide feedback on programming (Facebook) and Jen provided a rundown of the current program schedule.

Executive Session

None.

Public Comment

None.

The board adjourned the meeting at 1:13 p.m.

Next Regular Meeting

The next regular board meeting will be on Tuesday, July 21, 2020, at noon, location TBD.

Respectfully submitted on June 23, 2020.