

**KRFC 88.9 FM Radio Fort Collins  
BOARD OF DIRECTORS  
REGULAR MEETING  
August 18, 2020, 12:00 p.m.  
Zoom Video Conference**

**DIRECTORS PRESENT:** Riley Phipps, Michelle Deschenes, Fred Jacobs, Jordan Wiswell, Rob Gray, James Yearling, Nathan Bush, Lori Feig Sandoval

**DIRECTORS ABSENT:** Saja Butler

**STAFF AND VOLUNTEERS PRESENT:** Jen Parker

**PUBLIC PRESENT:** None.

The meeting was called to order with a quorum present at 12:05 p.m.

No additions to agenda; previous minutes approved.

**ED and Staff Updates**

***Financials Review and Development Updates***

Nathan shared that mid-way through the year, we're looking at net income up 150% from last year. Everyone on the staff is on top of the financial side of things. It's been fun to see the boost in our underwriting this year.

We're taking a look at the loans/debts side of things and that's been moving along since our meeting last month.

Lots of really positive uptick in this bizarre time we're all in (24 weeks so far!). We have 14 live programmers on air (previously 54). 31 programmers are pre-producing quality broadcasts from home. We only changed one show in the entire schedule, moving the folk show up one hour on Sundays, to accommodate proper protocol of sanitizing, etc., between shows. Jen is blown away by the team; they have been amazing and extraordinary.

Jen shared that there will be Monday staff meetings, now, and that Friday meetings will be for the programmers and visitors from the board or VIP donors. These are both zoom meetings.

High Country Beverage will hopefully be renewing their support. We've had several other renewals. Our partnership with New Belgium continues to grow and strengthen; we are their exclusive media partner for this year's virtual Tour de Fat event.

We have submitted a grant application that will help with our Madwire partnership in developing a new portal on our website.

### ***Tower Update***

The Tower is really progressing. We'll be locking into a land lease before we go forward with any other expenses. We're looking at buying a prefab building to hold equipment on the land we'll be leasing. Financials are looking steady for us at this point, but we'd like to build up the account by another \$50k to handle the additional costs associated with building and maintaining the tower.

We're still looking at doing a 'Live in the Living Room' with a big name to fundraise for the tower. We are also in the process of applying for a grant that will boost our financials for the tower.

The new geographic area for the tower based on new maps shows a listening area of just under one million people.

### ***Programming and Operations /Staff Updates***

We are looking to provide back-up support for our programmers and other key roles where we do not currently have any back-up support.

Streaming is up and we have a new click-through feature. Eventually all shows will be podcast-able.

Our programming just keeps getting more and more polished as we add more consistency to our messaging.

### ***Upcoming Events and Community Engagement***

The new remote equipment is purchased and we've tested it in the station. So now in the next two weeks we'll be testing it outside of the station. Our partnership with The Mish is going really well and this new equipment should help boost the quality of our output.

The Drive and Jive series with FoCoMX at the Drive In is doing awesome. We now have a giant graphic at the beginning and in the middle of the show. We'll be posting those on social media, raving about the Drive and Jive series and our musicians.

### **Board input/thoughts/questions (as needed)**

How are people doing out there? Riley shared that festival season is usually the big money maker for musicians. With those opportunities evaporated, people are looking for other ways to fill their time. The Music District has a host of materials to provide to musicians if they want to hold events outdoors. The thing that helps the

most is just spreading the word, which the station has done and will continue to do.

Jen shared that we have been talking about producing a show like the Flip Side that's dedicated to musicians (a day in the life of and an interview with). It's hard to bring in a producer when the studio's locked down, but we are working towards it with the help of some amazing folks.

James shared that we as a board might work in parallel with Jen so that when the tower goes up, we are working to build that engagement and reach. Lori offered that the station might be included as part of a packet of resources/information shared with new arrivals to the community. The board discussed various community partners who might be able to make this happen.

### **Executive Session**

None.

### **Public Comment**

None.

The board adjourned the meeting at 1:00 p.m.

### **Next Steps/Follow-up & Next Regular Meeting Time**

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

Respectfully submitted on August 18, 2020.