

**KRFC 88.9 FM Radio Fort Collins
BOARD OF DIRECTORS
REGULAR MEETING
February 23, 2021, 11:30 a.m.
Zoom Video Conference**

DIRECTORS PRESENT: Michelle Deschenes, Fred Jacobs, Jordan Wiswell, Rob Gray, James Yearling, Lori Feig Sandoval

DIRECTORS ABSENT: Riley Phipps, Nathan Bush, Saja Butler

STAFF AND VOLUNTEERS PRESENT: Jen Parker

PUBLIC PRESENT: None.

The meeting was called to order with a quorum present at 11:35 a.m.

No additions to agenda; previous minutes approved.

I. Executive Director Updates

- a. Tower: February 16th Weld County Preliminary Hearing Results & Next Steps
 - i. Jen and Matt, our technical engineer, presented to representatives from all the official departments of operation in Weld County to discuss approval of the tower. We were approved with flying colors. So we passed phase one. Phase two of approval will take place on March 3rd. We've already started soil tests, we have an environmental study happening, and we will be applying for a building permit. It's a reality that's hitting hard.
 - ii. We're working with Poudre Valley REA to pull the power in. We have a goal to pay for this tower from the 18th Birthday three-day event.
 - iii. Jen has been reaching out to major donors to consider an additional gift for the tower and we have already started seeing money come in from that.
 - iv. We are pursuing an artist in Denver who loves KRFC.. He's a great guy who has done some amazing artwork. We are partnering with him to come up with a new limited edition t-shirt design. That same artwork will be used on the website and social media outreach.
 - v. Jen shared information on some of the artists and organizations we will be partnering with for the member drive.
- b. 18th Anniversary Member Drive
 - i. Goals: Member Drive, On-air Testimonials, Virtual Performances

- ii. Board Involvement Considerations: Giveaways, Donations, Board Correspondence to Membership, “Friend raising,” etc.
 - 1. We’ve been on air for 18 years as of March 1st. We’ve decided to move the three-day celebration (all on air and virtually) to April 15th, 16th & 17th.
 - 2. Jen shared that other boards she has been on have required members to take on specific duties/responsibilities. She was curious whether we could solicit donations the week ahead of time – and ten people get a delivery of food/drink – maybe the board can help find those donations from businesses, etc., for this type of event.
- c. Funding Ideas: New Grants, Partnerships and Revenue Streams
 - i. Spring CPB payment is normally \$50k and this year it’s increased to \$58k.
 - ii. We’re working on a key campaign for the tower
 - iii. We’re talking to a video company that does 3-D video. They would do a picture of our front door on the website, then when you click into the door, the arrow takes you through the building on a virtual tower. It’s the new drone videography that realtors are using. We want to highlight that this station is exceptional.
 - iv. Grants are motoring. We’re working on this huge initiative with Next 50. We have set up the community hub – right now it’s a place holder. We WILL have community nonprofits, nonprofit of the month, features, all our programming on there. The grant we’re applying for will help us create a sub-hub that’s for Healthy Aging – resources for the aging population, organizations, caregivers, whether you want to donate, volunteer, or are looking for a service – it will be a one-stop shop. We’re partnering with CSU and their Center for Healthy Aging.
 - v. The hub will be the host of all the things that the city, chamber, and county is already doing, but we have an audience they do not. We’re going to promote the hub with PSAs and social media, tell our listeners it is there. Just like the concert and event calendar – create more energy for the station by driving traffic there.
 - vi. There is a lot going on with programming. We’re re-introducing a couple of live shows. We’re getting lots of testimonials from the programmers, which will be used during the anniversary event.
- d. Finance Updates
 - i. January isn’t typically a big month for us. There are some expense increases that are all tied into engaging a few more contractors than we engaged this time last year, including

- underwriting production and social media engagement. The tower expenses are heating up, too.
- ii. We have a very compelling wish list for items needed for the stations growth. The items are all tied to grants we are applying for.
 - iii. Thanks from the board to all the staff doing the hard work of getting the tower up and running.
 - iv. The board joined in congratulations on the Corporation for Public Broadcasting grant! Jen struck up a really good relationship with them. About \$72k is what we usually received, and that has grown now by more than \$8k so far.
 - v. All of this work that's happening behind the scenes, the board is greatly appreciative of all the work. Our finances and future are in such good standing.
 - vi. The purpose we serve as a community resource is really being valued. We're in an exciting place for the expansion.
 - vii. How can we use our resources and skills to support the station? Help with these big things that are coming down the pipeline.

II. Board of Directors Open Discussion & Input

- a. Bylaws Review and Amendment Considerations
 - i. Doing some investigative work, we've discovered that these have not been touched since they were written, when the idea was that the station would be run 100% by volunteers. They need updating. As a board, we have the right to delegate to the ED. We should at least acknowledge in the bylaws that we have an ED now. We should get them updated before the tower, since they are public.
- b. Potential Sub-committee(s) Creation
 - i. We can use this upcoming 18th Birthday Bash event to test this out – see how we can come together in a fun and enjoyable way as we work toward these other subcommittees in the future. Seems like a great time to try this out. Soliciting folks we know to get engaged – volunteer, donate, etc.
 - ii. Jen shared that the Rotary has a subcommittee of volunteers for things like fundraising and they would create the materials for the rest of the board, other volunteers, and staff to use, like a solicitation letter for every fund drive. James could create a very basic, editable document. Start small, think big. Present and/or initiate ideas that could advance what Jen and the staff are already working on. We could look at the next three to six months, then maybe we could dream big to say 2022 and outline ideas for that. How do we make those ideas happen? The subcommittee would be to present and/or initiate the

- ideas, then Jen would have the final word on whether they are viable and we have the resources to make it happen.
- iii. Rob shared that he was thinking about the auction - it was great that Ross bought the dinner. They always have a couple of big donors lined up to raise the panel. Rob could host something like a dinner or a back yard concert for twenty or thirty people with food and drink. Next time he'd have a bunch of his friends teamed up to be bidders to help bump it along and get more out of it.
 - iv. Jen shared that online auctions have been a thing. We have the names of the organizations that do these virtual auctions a couple of weeks before the big event. It's just like being at the event. We should know as early as this week what the feasibility of that is. Jen will come to the board to gather auction items and help with the solicitation email. We have the 18th Birthday Bash, we have Power the Tower, we can take our shows on the road, we'll need people attending tables, giveaways, membership, etc., at those events.
 - v. We want to make the event desirable and easy to attend with a low cost of entry. Fred shared about the focus on marketing to more listeners once the tower is built and our new signal goes live. We have to let people know about that. Are the people who are in Weld County going to want to listen to anything that's branded Fort Collins? Jen isn't sure it would be possible to change KRFC, but we can start saying serving Northern Colorado instead of Radio Fort Collins.
 - vi. Text to Donate has been very successful during live events. Already set in place for the upcoming Birthday Bash with Text HAPPY18 to 41444. The majority of the smaller member donors love to phone in. We are reeducating people that they can safely, securely, easily donate online or on the phone.
 - vii. What is the unique positioning statement that makes KRFC appealing and makes it something people want to be a part of? As we evolve we are thinking about how we're going to tell the story.
 - viii. Fort Collins is becoming one of the greatest music hub cities in America after Nashville and Austin. They're famous because of where they are and what that lifestyle is all about.
 - ix. It'd be fun to talk about what the meter differences are between KRFC and other stations. It's all about passion with KRFC and that's what is going to resonate. That's the story. How do we get it out?
 - x. Messaging can be around how the music of Northern Colorado starts right in Fort Collins – Fort Collins is the hub of Northern Colorado music.

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 held on March 23rd at 11:30 a.m., via Zoom.

Respectfully submitted on February 23, 2021.