

**KRFC 88.9 FM Radio Fort Collins
BOARD OF DIRECTORS
REGULAR MEETING
May 19, 2021 12:00 pm – 1:00 pm
Zoom Video Conference**

DIRECTORS PRESENT: Lori Feig Sandoval, Fred Jacobs, Riley Phipps, Rob Gray, Nathan Bush, Saja Butler, Michelle Deschenes

DIRECTORS ABSENT: Jordan Wiswell, James Yearling

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.

I. Finance Updates & Review

- a. Lots going on. Jen shared the financials. We got a payout last year from CPB that is unrestricted. Last year we got \$120,000 in funding on top of what we normally get. This year, instead of \$75,000, we've already had the first payment of what will be over \$80,000. \$183,277 was deposited in our account last week in addition as another Covid. We're 77% up on the year already. Our bank accounts are very stable and the tower is essentially funded.
- b. The Drive!
 - i. Largest drive in the history of this station! We got \$33,733 in donations, including over \$7,000 for the auction. Feedback from the auction was epic. Really proud of what we pulled together. Every item has been delivered or mailed. Every donor got a t-shirt. It was really fun. \$41,000+. Paul and Amy Hock called as Del Sharman's show finished to donate an additional \$10k. The Mighty Arrow Foundation donated another \$10k. Here are some nuggets: More than 190 people donated. 40% were brand new donors. The DJ's loved it. It was highly orchestrated. Programming is improving, social media is improving, the tower is real. Jen thanked the board and shared that the role they've played this year through COVID and what they helped with through the drive has been amazing. Riley shared that, speaking of working, it's really about the whole package, the way people have received the brand from all the work Jen did on the branding, graphic identity, the website, the programming, what we choose and choose

not to do, who we partner with, all that stuff matters. The brand has gained a lot of traction. Half his wardrobe is KRFC. If you're in the know, people are so happy to talk about it when they see him wearing his gear. There's an incredible momentum happening and an enormous amount of potential. He talked to Robert from Colorado Sound and they just finished their drive; their drive did not go as well. They had very little reception, very little going on. The last day they met their goal. It speaks to the station's effort. Jen shared that she respects the Sound. They're a great station. What we determined early on is we're not going to do these drives when we go on air and ask for money over and over again. We did the same programming and blended in marketing for the drive. Tying it into events on social media and on air. The engagement was brilliant. We were promoting on air and online about this auction. 40% in new donors was likely due to this messaging. Nathaniel Rateliff has done a lot for stations around the state. The recording he did for us was unique. It was a combination. You've got to lure people in for a cause. They want to give because they know they can make a difference. Riley agreed. It's not easy. It was successful because of the thoughtful and intentional work happening in the background. Lori shared that we are very community-based. We've done a remarkable job of putting it out there. As we've brought people back, they've had to retrain because we've got new equipment. As an example we have a new programmer and he's one of the best programmers we've ever had on the station. He just gets it. Lori shared that she ran into Jason Roth and that he'd be happy to donate a backyard concert. Jen shared that we pay those musicians.

c. Grants

- i. We've applied for thirteen grants over the last year. We've asked for \$273,000. So far we've won more than \$90,000. Our grant writer is amazing. We just got a new award from the Rotary. We won the CDOTS Tele-work campaign. That will kick off on June 1. That is a \$3,300 grant. The city is partnering with an additional \$920 to blend it all into the same campaign. Those grants are beasts because we have to measure everything and report back. But it's new money we're managing and it's great. We won the Next50 grant. Jen's creating a community hub on our website that is a portal so that these potential grantors can see where they would be and how it would work. It is a \$37,500 grant for one year that we can apply for every year. The money is all strategically calculated ahead of time. We're working with CSU and all the aging community nonprofits. They'll be featured stories, links, information to every source to someone who is aging, someone who is a caregiver, or someone who wants to donate their time or treasure. Jen shared that we're paying Carrie on a contractual monthly basis and pay her for additional hours worked.

d. Loans

- i. 1) Jen would like us to pay off the first loan to Janet. Greg Krush created this partnership. We have asked her if she would like to forgive any of the loan, and she doesn't want to which is fine, because we didn't expect her to. It will save on six plus years of interest. \$535 a month extra we are paying per loan, which we could use for the tower. Jen shared that it could be helpful to squirrel this money away to cover unexpected expenses related to the tower. The goal in the three-year plan is to pay off the other two loans. Rob shared that he agrees with Jen. We had an incredible April. This is a sensible approach.
- e. Jen has been very thoughtful about our finances. She's glad because we've just been trying to get better at what we do, improve the equipment we have – we're very conservative. Once the tower is up we can figure out how can generate more money, working across all platforms and utilizing more than the radio (they'll be on the app!).
- f. Staffing
 - i. Jen would like to bump Denise up to \$1,200/month. 20 hours/week. It will free Jen up to work on more community partnerships if Denise can take over the work of interfacing with our underwriters.
 - ii. Jen would like to contract someone for 10 hour/week at \$15/hour to be a membership coordinator. This person would deal with all the membership-related responsibilities. Eventually we would want to make this a full-time position. Denise will train the new person. The position can be remote. Someone who is looking for part-time work who has an accounting affiliation with impeccable attention to detail and is great with people and a creative thinker.

II. Executive Director Updates

- a. The Tower
 - i. The tower budget is at around \$329,000, but that will continue to change as we draw closer to breaking ground. We have enough money to make all of that happen.
 - ii. The tower is making fantastic progress. All the paperwork for the lease is all agreed upon and in place with the landlord and owner, his lawyers, and it's gone onto the county. There are a few more segments necessary to pull this together. We're waiting on the FCC for our 50kW approval stamp. Should hear before the end of the month. We are repurposing a building that will house our equipment. Late summer construction currently planned.
- b. Colorado Broadcasting Association Awards
 - i. We won six awards from the Colorado Broadcasting Association Awards. David Vacek won personality of the year. This is HUGE for us. Live at Lunch won best mid-day show. That is a legacy show. Merit awards are second place. Still very significant. We won best Community Show in Faith & Progress. Those guys do an incredible job. And so relevant right now. Rocky Mountain Roots was developed during COVID. It's bands from all over the state and all from the state.

It won Best Evening show. We also got Best Website. We'll be sharing these plaques with all our partners who helped with the website. And finally we won Best Social Media Marketing for Colorado Band of the Day.

c. Live at Lunch

- i. It's our thing! It's our Legacy Show! We have approval from the Music District to do a hybrid version. We're going to require vaccinations for anyone who performs. It's going to be in the red studio and instead of a whole crew, it will be one programmer. We've got seven DJs we're getting confirmation from who will be on rotation. It will be a single acoustic or a duet set. There are so many bands that can pair down to a duet, even if only two are performing. We'll still honor Ginger & Baker and the Music District.

d. Partnership Updates

- i. The Women's Clinic just became a partner. CDOT, Fort Collins Food Truck, Rally is reemerging, OCR... Greeley Blues Jam is a go. June 4 and 5. We have had some great conversations with them. Al is the main guy who founded it. Jeff Keopke and Al will be on air together. At the event, we can have an open air booth. We're recording the Friday night show to re-air on Around Town. Bohemian Nights will happen - Now Bohemian Lights. There will be a lottery to get tickets. No New West Fest. DBA has been disbanded temporarily. Downtown Development Association is talking to all the local businesses to do street activations outside their own stores. We'll be streaming from the stages. AJ Fullerton performed for our Tower Launch. We're talking to him about releasing a limited edition CD for New Belgium to have in the tap room, for us to have, and for AJ to have.

e. Staff Retreat

- i. The station had their first in-person staff retreat yesterday in Ginger & Baker's wine cellar. They went through their strategic plan as an internal team. Sean, David, Matt, Andy, and Carrie were in attendance. They brainstormed on the language. Jen would love to present that to the board in a month, after some other conversations. One highlight that came out of it is the idea to change messaging from things like local to Colorado. We've been really thoughtful about staffing. The new messaging will be handled from a PR standpoint by Brian Simpson, head of PR for New Belgium for 21 years, amazing person, very talented, launched his own agency specializing in videography and public relations. They've been working on a potential agreement for him to help with PR and messaging for the tower launch and when we take the station on the road. Chromatic is the name of the business.

f. KRFC Phone App

- i. The app is in the works. You'll soon be able to go to the app store, type in KRFC and download it. Building it on the backend is complicated because it has to talk to a lot of different parts in our system. We

might have it within in a month. Sean is working on that. It will be fantastic timing.

- g. New Logo!
 - i. Jen shared the new logo we are transitioning to.

III. Board of Directors Open Discussion & Input (20 minutes)

- a. Lori had a question: We're going to be in Greeley? Any interest in working with the Gardens at Spring Creek and their concert series? Jen shared that we've been in contact.
- b. Bike to Work Day – we partner with them. We're open to anything, but we have to be very picky of how we share and utilize our resources.
- c. We don't have a PR person. It's a bandwidth issue right now. Brandon does our social media. We feed him his content. He doesn't create it. We could use a PR person. We have our In the Loop news team, but no one who is responsible for writing press releases. It's more about pitching the releases. A lot of news sources are short-staffed and under-resourced.
- d. Riley was curious about meeting in-person for our next meeting. The board will circle off-line about this via email.