

KRFC 88.9 FM Radio Fort Collins
BOARD OF DIRECTORS
REGULAR MEETING
June 23, 2021 5:00 – 6:30 pm
Wolverine Farm Letter Press & Publick House

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

DIRECTORS ABSENT: Saja Butler

STAFF AND VOLUNTEERS PRESENT: Jen Parker

PUBLIC PRESENT: None.

The meeting was called to order with a quorum present at 5:22 p.m.

No additions to agenda; previous minutes approved.

I. Finance Updates & Review

a. Grants

- i. We won the grant from CDOT and we won the grant from Next50 for the healthy aging initiative. It's a large project to manage, but we've engaged NerdyMind who built our site and they're going to build our Community Hub. We're working with CSU and all the community aging nonprofits. The city, the county, etc., all have their own sites, but they don't have an audience so the hub will drive traffic to them through our site. We're going to have a nonprofit of the month. Each one will get some complimentary PSAs and have a feature within the hub. We're going to engage some volunteers to manage that.
- ii. KRFC got another grant from MUSE for general operations.
- iii. We're in talks with the Bohemian Foundation to create a strategic plan for long-term support.

II. Executive Director Updates

a. Staffing

- i. We have 7 applicants for the membership coordinator position and will be moving forward with interviews, etc.
- ii. Denise is moving into a new position as underwriting coordinator and traffic manager.

b. Underwriting

- i. We haven't had one client cancel in a year and a half. The outlook for our underwriting partnerships is very positive.

- c. Station Overview
 - i. Jen shared a two-year plan for the station. It's all about Colorado versus local. The board reviewed and discussed the following:
 1. Executive Summary
 2. Mission Statement
 3. Guiding Principles
 4. Long Range Goals
 5. Objectives

III. Board of Directors Open Discussion & Input

- a. Colorado Gives Day
 - i. It's a huge day for us. Last year it was all online and virtual. There will be an event at the Aggie that would conflict with an event that we do. When we did the Rio event two years ago, they donated 50% of proceeds after expenses to the station. If we did that in the evening and all the on-air stuff during the day, it could be a real success. If the board has any other venue ideas or thoughts, that's a key day for us as a station. Riley offered that it would be worth considering Luna Taco next to Moxy in Greeley. Fred offered that we could do the Rio here and there. James offered that the owner of the Moxy in Greeley is doing some shows at The Coast. If we did some cross-promotion, that might be a great partnership.

IV. Executive Session

- a. None.

V. Public Comment

- a. None.

The board adjourned the meeting at 6:30 p.m.

VI. Next Steps/Follow-up & Next Regular Meeting Time

- a. There will be no regular meeting for July. Instead, the board will be meeting in August following Bohemian Lights, exact day, time, and location TBD.

Respectfully submitted on June 24, 2021.