

**KRFC 88.9 FM Radio Fort Collins
BOARD OF DIRECTORS
REGULAR MEETING
January 26, 2022 12:00 pm – 1:15 pm
Zoom Video Conference Meeting**

DIRECTORS PRESENT: James Yearling, Riley Phipps, Michelle Deschenes, Lori Feig-Sandoval, Fred Jacobs

DIRECTORS ABSENT: Nathan Bush, Rob Gray

STAFF AND VOLUNTEERS PRESENT: Jen Parker

PUBLIC PRESENT: Ross Thompson

The meeting was called to order at 12:04 pm.

No additions to agenda; previous minutes approved.

I. Board of Directors: Administrative Items

- a. Board Roster Update & Next Steps
 - i. Saja is transitioning off the board to focus on her business. We thank her for her partnership and service!
 - ii. We now have a board member position opening.
- b. 2022 Board Meeting Dates
 - i. The board discussed ways to have a more regular schedule for board meetings so that directors can plan ahead to attend.
 - ii. Folks agreed it would be ideal to hold them closer to the end of the month so everyone can have a week to review financials.
 - iii. James will share along three different options to the board .
- c. Board Training & Requirements: Corporation for Public Broadcasting (CPB) Grant Needs
 - i. The board will need to complete training and ensure requirements are met in relation to the CPB grant.
- d. Annual Review for the Executive Director
 - i. James will send an email to the board to get that on the books. Riley shared that it is a good practice and something we should continue to track and monitor as we establish and maintain our staffing norms.

II. Financials

- a. 2021 Year-end Financials (Requested & Pending)
 - i. The board has the financials in hand. There are so many moving parts to running the station and Jen has been managing them beautifully.

Items that stand out as particularly remarkable, especially in relation to sustainability, include net revenue and the balance sheet.

- ii. Jen shared that we found a way to create new money and gave kudos to Bohemian for the conversations we've had with them. Our goal is to launch impactful initiatives that create new revenue channels.
 - iii. There will be no extra government relief fund this year.
- b. Loan Pay-off Update
- i. Jen shared that because we have been frugal, we are able to pay off another loan and are on track to pay off the remaining loans by the end of this year.

III. Executive Director Updates

- a. Tower: Status, Launch & Updates
- i. Jen shared updates regarding the tower. Progress continues and we are nearing a launch date.
 - ii. When we are able to gather in person, we will hold a tower party. It will be epic.
- b. Programming
- i. Jen shared that there are things that we do that are crucial to our non-commercial sound, including our underwriting messaging, production, placement, and content.
 - ii. We are finding ways to make everybody feel appreciated always. It is a major commitment. We will continue to do programmer reviews and have monthly touch points to ensure consistency, quality, and efficiency.
- c. Underwriting
- i. Jen shared that we've made huge leaps and bounds in our underwriting. We are guiding our partners in the messaging and it's helped a lot. Underwriters feel trusted, treasured, and appreciated.
 - ii. We're updating our media kit and tweaking how we place underwriting.
- d. Grants
- i. Jen shared that grants are up, too. Carrie is an amazing storyteller, highlighting the impact we have and the one-of-a-kind listening and community experience we provide.
 - ii. We are in a position to reapply for the Next50 grant in relation to the Healthy Aging Portal we partnered with them on last year.
- e. Website
- i. Jen shared that work continues on the website and we can continue to incorporate improvements.
- f. Live Music & In-studio Guests
- i. Jen shared updates regarding in-studio guests and live shows. The station is pivoting as needed in response to the pandemic.
- g. Events
- i. The station has been invited to the Greeley Blues Jam.

- ii. Jen will be emceeding for the Saint Joseph's fundraiser at the Budweiser Event Center on behalf of the station.
- h. New Partnerships
 - i. Jen shared news regarding new partnerships, including the Community Foundation, the Union Civic Center in Greeley, and The Group.

IV. Board of Directors Open Discussion & Input

- a. All Ideas Big & Small
 - i. Station Messaging: Slogan & Tagline Considerations
 - 1. Jen shared updates regarding the slogan and tagline considerations in programming and underwriting. It is evolving all the time.
 - 2. We have a fantastic logo and amazing marketing coming together for streaming and the website.
 - ii. Annual Meeting Ideas
 - 1. James volunteered to put together a newsletter to replace the annual meeting in light of current COVID-19 guidelines. We could send a poll out to the membership to vote on the board slate. Riley shared that there is specific language around nominations and buy-in from the membership. We establish a nominating committee, they put together prospects, the membership votes, then the slate is approved. James will connect with Jordan and Jen to get closer to how we move forward with this year's board slate.

V. Next Regular Meeting: TBD

Respectfully submitted on January 26, 2022.