**KRFC 88.9 FM Radio Fort Collins**

**BOARD OF DIRECTORS**

**REGULAR MEETING**

**May 25, 2022, 12:00 pm**

**The Music District**

**DIRECTORS PRESENT:** Riley Phipps, Fred Jacobs, Rob Gray, James Yearling, Lori Fieg-Sandoval, Ross Thompson, Nathan Bush

**DIRECTORS ABSENT:** Michelle Deschenes, Jordan Wiswell

**STAFF AND VOLUNTEERS PRESENT**: Jen Parker

**PUBLIC PRESENT:** None.

The meeting was called to order with a quorum present at 12:08 p.m.

No additions to agenda, previous minutes approved.

**Welcome & Introductions**

Jen informed the Board that staff was considering quarterly social events to bring together station personnel, including staff, programmers, volunteers and board members. The Board shared its enthusiasm and will further consider how it can show its appreciation to staff and station volunteers.

**April Finance Review**

The April financials look strong and are in line with projected budgets. The year-to-year difference, when compared with April of 2021, is that the Corporation for Public Broadcasting gave KRFC a one-time grant of approximately $100,000 as part of its nationwide emergency relief fund efforts. With an eye to the future, a question was brought forth regarding the highest and best use of station funds. Addressing liabilities, such as loans, or utilizing cash reserves for equipment and staffing was discussed. Jen and staff continue to examine strategies to clear the two existing loans off the books and a significant request is currently being considered by a station donor. Jen then presented an update regarding the transition from the old signal and lease to the operating cost of the new tower and equipment.

**Executive Director and Staff Updates**

The new tower is officially up-and-running and is operable according to plan; the HD signal is coming soon. The ribbon cutting was a great success, with attendees comprised of a cross-section of station staff, volunteers, donors, community partners and the Board. Media coverage of the new tower is going well, including publication in Radio World, the Coloradoan, BizWest, RadioInc., and more. Bryan Simpson is coordinating media follow-ups that report on the successful Tower launch.

The “Amped Up” Spring Membership drive took place from May 16 to May 22 and was a significant success, highlighted by the concert celebration and silent auction at New Belgium Brewing Company. New Belgium estimated that over 2,000 people attended and Jen said the brewery staff was great to work with. The silent auction closed on Sunday night of the week and brought in over $10,000. Seventy-one people registered to bid and all of the winners have received their items, including details on the house concerts. The membership week was also successful with donations garnered from longtime listeners via on-air calls. General donations during the course of the week totaled approximately $9,500 with 23 new recurring donors pledging continued support to the station. Jen also noted that the branding was well executed. Staff is already thinking about next year’s drive to coincide with the station’s 20th anniversary, including concepts such as musicians pitching on air, music giveaways, customized grab bags and more.

Jen reported that staff is busy and thriving. However, with the magnitude of recent success and significant growth, she would like the Board to consider the addition of a full-time membership and community engagement position. Such a position has been in discussion since a board retreat at the end of 2019 and similar station responsibilities are currently being fulfilled on a part-time basis. This position would serve as the main liaison between KRFC and its members, donors and potential supporters. The role would also arrange event coordination with partners. The board inquired about financial implications. Nathan volunteered to construct a pro forma budget projection for the rest of the year that would incorporate the expense of this potential position with that of budget actuals thus far this year.

KRFC presented the 1st annual Super Cool Kids Music Fest at the Lyric in Fort Collins. One-hundred sixty-three family passes were sold and the event featured family-friendly performers that were paid via a Bohemian Music Programs grant.

In other fundraising news, Jen said that the station received its second-year financial installment for the Next50 initiative. This year, a dozen organizations are being supported through the station’s efforts. Elsewhere, there are several partnership commitments pending, including significant potential individual contributions from Woodward, Elevations Credit Union and the Thaw Foundation. She will keep the Board apprised of updates and potential new partnerships.

Station programming continues to evolve with the station’s “RadioVision” efforts. Specifically, improvements continue to be made for Live at Lunch, both in-studio and with plans to take the show “on location” out in the community. .

Looking ahead, Jen noted that the station will celebrate its 20th anniversary next year.

Lastly, staff is also planning an offsite retreat for late June with a focus on strategic planning.

**Executive Session**

None.

**Public Comment**

None.

The board adjourned the meeting at 1:20 p.m.

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

The next board meeting is scheduled for Wednesday, June 29.

Respectfully submitted on June 12, 2022.