

**Nevada City Community Broadcast Group
Board of Directors Meeting
NOTE LOCATION:
Folsom Chamber of Commerce – Bud Davies Room, 200 Wool Street, Folsom, CA**

KVMR Mission Statement

A vibrant community is well informed and involved, embraces diversity, respectfully shares opinions and fosters economic and social justice. KVMR builds community by bringing people together to celebrate the music of the world and give voice to the community.

**Meeting Minutes
Monday, May 21, 2007**

BOD Present: Jeff Briggs, Mikail Graham, Joey Jordan, Don Kewman, Jim Lewis, Joshua Lichterman, Anne Mason, Greg Sharp, Jeannie Tofanelli, Dan Wall, Bob Holderness, David Levin (ex-officio member)

BOD Absent: Jim Randle

Guests Present: KVMR Members Anthony Spinetta, Russ Andrus, Donna Ammerman (guest of Bob Holderness) and Vandah Steffire (Scribe)

1. OPENING

1.1 The meeting was called to order by Joey at 6:30 PM with Bob Holderness, KVMR Board Member and Folsom Tourism Board Chairman thanked for coordinating meeting logistics in Folsom at the newly remodeled Chamber of Commerce Headquarters. Holderness also thanked for arranging delicious snacks and beverages.

1.2 Quorum established.

1.3 Agenda approved as submitted.

1.4 Minutes from the April 30th meeting were approved as submitted.

1.5 Committee Reports accepted.

2. WELCOME GUESTS (Anthony Spinetta, Russ Andrus, Donna Ammerman)

2.1 Invitation to Address the Board.

- Anthony commented that he lives 30 miles south of Folsom, listens live to KVMR because his engineering background allowed him to figure out what he needed to do to make that possible, he has a vineyard in Plymouth where he grows Zinfandel grapes that are harvested from mid August through mid October, and said that he recently contacted KVMR regarding a planned gift. (KVMR signal is accessible to most of Folsom.)

- Russ stated that he lives in Folsom, has been a KVMR volunteer (Pledge Drive, Celtic Festival) for seventeen years and said that he was interested in observing the meeting.

3. PRESIDENT'S REPORT

- Joey thanked the BOD members for their active participation in the Pledge Drive and encouraging their friends and business affiliations to support the event, and noted that everyone did an exceptional job resulting in a station high of \$93,639.27 for May pledge drive.

- Joey shared information with BOD members providing the opportunity to participate in a Leadership Forum (October 12-14, San Francisco) but stated that KVMR was unable to provide any financial support for their participation in this event.

- Joey shared that the recent NFCB conference report released data showing national trends in public broadcasting support decreasing (revenue and donors), but that KVMR's situation is an exception to this trend. Jeff Briggs will review this data and report back.

- BOD members were asked to identify on a sign-up sheet that was passed around any items they could loan to the station for a special event that would have to be rented unless they could be borrowed (tables, chairs, barbeques, etc.).

4. COMMITTEE REPORTS

4.1 General Manager's Report

David stated that the research project was completed and that he and Joey would be meeting to review the top tier. David also emphasized that the contractors are extremely well qualified to work with us and are not penalizing us for being behind the original agreed upon start time.

4.2 Board Committee Reports

4.2.1 Station Development Committee

- Joey shared that Jim Lewis had updated her on the telephone as follows: major shifts were made in the Strategic Plan priorities based on community input where the need for sound upgrading rather than a new building (perceived by some as creating a financial problem) was emphasized, however concern was expressed that because the community at large has limited knowledge of the station's physical home their priorities were based on incomplete information.
- Additional comments included: BOD members assured staff that no action would be taken on new construction unless we could do the whole thing correctly with priorities rearranged in response to input; need to rethink how best to communicate significance of a new building (community legacy, etc.); more important to look at overall plan than focus on order of strategies; Town Hall Meetings provided a forum for diverse opinion with an opportunity for BOD members to respond clearly and diplomatically to issues; there is a real need to engage more frequently in virtual Town Hall Meeting (quarterly minimum – devote an hour during the afternoon) which give us more transparency; the Strategic Plan is an ongoing process; the next layer down is a set of specific opportunities with request for input; essential in all public forums that we respond in ways that communicate we hear what someone is saying, encourage diversity and inclusiveness; and invite those with different perspectives to host a show..
- BOD members thanked Jim for his excellent work on the Strategic Plan that included a standing ovation with applause at a high enough level (it was reported) to have generated sound waves as far north as Nevada City. Additional appreciation was expressed for the contributions made by David and Makail as well as all other BOD members.
- **The Station Development Committee is moving along right along, with the holding of a general meeting as the next step.**

4.2.2 Financial Review Committee

- Don reported that the current Financial Report showing a \$27K positive margin at the end of the year is greater than will likely be realized. Estimated year end projections will be adjusted next month to better reflect a lower year end positive margin. Don noted that the BOD's predecessors made a very positive effort to build a reserve, which did not exist previously, Policy 3 regarding (contingency reserves) is now out of date and needs to be revised because it does not incorporate the current board policy of achieving a reserve equal to six months of expenses. A draft of a revised Board Policy #3 was presented and discussed. The board voted to amend this draft specifying that a majority vote of the board is needed to authorize expenditure of the non-endowment portion of reserves (beyond the one month's worth of reserves that the GM is authorized to spend). Any portion of the reserves that is held in the endowment requires a two-thirds vote of the board. With the addition of this amendment, the draft of Policy #3 was approved unanimously by the board. r
- Additional comments included: Consensus that there be no dipping into reserves absent a very compelling need, any borrowing from the reserves should require reimbursement as soon as possible. There is no line item in budget for BOD expenses for soliciting or recruiting major donors. Fund Raising Committee to come up with a proposal addressing need for BOD reimbursement of capital campaign expenses.

4.2.3 Board Development Committee

- Committee will meet via telephone conference call

4.2.4 Fundraising Committee

- Joey clarified that the Fund Raising Committee is asking each BOD member to add \$1K to the budget line in cash money in a “Give or Get”. BOD members are not necessarily being asked to pull out their checkbook—they have the opportunity to learn how to ask donors for money with the Committee wanting to provide the tools and allow everyone at BOD level an opportunity to experience success in bringing in financial support. Clarification was provided in the intention that this \$1K is in addition to whatever (highly appreciated and gratefully accepted) amount each BOD member is currently contributing, and that bringing in underwriters doesn’t count as that is something a BOD member should do if and when they have an opportunity anyway—the intention of the “Give or Get” is to add additional revenue to the station that wouldn’t normally be appearing from any other revenue source.

5. Open Board Comment

Clarification was sought re: the “Give or Get” request made by the Fund Raising Committee. One board member felt underwriting should count in the “Give or Get”.

6. Next Board Meeting: June 25th, 2007

7. Motion to Adjourn

A motion to adjourn the meeting was made and approved at approximately 8:15 PM.