

**KOPN Board Meeting
Tuesday, April 18, 2006**

Minutes - Approved

Attending

Board: Deborah Bowes, Royda Crose, Ellen Froeschner (president), Janet Hammen (vice-president), Jeanne Heuser (secretary), Aaron Krawitz (treasurer), Dennis Sentilles, Rich Winkel
Staff: Julie Baka, David Owens

Absent

Elizabeth Allemann, Sheryl Clapton, Liz Graznak, and Mike Hagan

Meeting started at 7:10 p.m.

March 21, 2006 Minutes – Janet provided small changes prior to the meeting. No additional changes at the meeting. Motion to approve by Dennis, seconded by Aaron, unanimous approval.

Treasurer's Report – Aaron

Budget

Both the Finance and Executive Committee evaluated the FY06 budget prior to the meeting and suggested the board approve the budget for the remaining six months of the fiscal year. Though the bookkeeping system remains in flux because the audit is not yet completed and John and David continue to adapt the QuickBooks accounting categories and classes, the two committees felt like the budget was a good start. Aaron moved to approve the FY 06 budget, Jeanne seconded, unanimous approval.

Action Item: Because the budget is the foundation of how we can expend funds in the upcoming fiscal year, the FY07 budget must be approved by October 1, 2006. The following schedule will make this possible:

- (1) David will contact all entities that might have financial needs, including committees and staff, to present budget items to him by June. [Note: any donations offered in the past year that are actually real expenses should also be accounted for, i.e. Jeanne paying for annual meeting expenses, Deborah paying for KOPN summer picnic pavilions at Stephen's Park, etc.).**
- (2) David and John will work these requests into a FY07 budget (including cost of living raises for staff and a merit pool, if possible),**
- (3) David will present the preliminary FY07 budget to the Finance Committee in July,**
- (4) The Finance Committee will submit the FY07 budget to the Executive Committee, and then the board in August.**
- (5) The board will approve the final FY07 budget at their September meeting.**

Financial Statements

David distributed profit/loss statements and balance sheets ending on March 31. He said the bill had been paid for the annual service agreement with Broadcast Electronics for the AudioVault software used on-air.

Kasman Insurance

Insurance is due annually in April. The insurance records are with the auditors, so David was unable to provide a copy to Janet as requested at the last meeting.

Action Item: Aaron will get a copy of the insurance, or at a minimum, the summary sheet with cost/coverage so the Finance Committee can review it to confirm coverage is adequate for liability, workman's comp, contents of building, transmitter, off-premise events (such as Ragtime Festival), etc.

Auditor update

David reported that Casey's office asked for additional items for the audit, but he thought it would still be done by April 31.

Action Items:

- (1) Complete the audit by April 31 so an additional extension is not needed.**
- (2) [From February 21, 2006--leave in notes as reminder] - David and John must have audit records prepared and submitted no later than November 15, 2006 to avoid delay.**

Radio Research Consortium bill

Janet completed her research and agreed that the bill should be paid.

Action Item: David can pay the Radio Research Consortium bill.

Arbitron

David reported that Arbitron conducts surveys to provide radio stations information about the listening audience. He believes it is a marketing tool used by radio stations based on a very limited survey in the local area and that the return is not worth the expense. Other stations use Arbitron for selling ads because it shows demographics and target audiences. David thought a better tool is Media Audit because it takes a larger sample and organizes the sample according to listener consuming habits. Jeanne mentioned that Public Interactive uses the listening audience from Arbitron to rank KOPN for web service charges.

Fundraising – Ellen

Ellen acknowledged that this group is not active and needs additional members to get going. David explained that KOPN has one more year to receive the approximately \$20,000 from the Rural Listener Access Incentive Fund (RLAIF) grant (rural bonus of the CPB grant). We are losing it because our demographics increased to over 40 people per square kilometer in the 1990 census.

Action Items:

- (1) This committee needs to get organized. Ellen? Others join?**
- (2) David must resubmit the RLAIF grant by June 30 to keep the \$20,000 for FY07.**
- (3) Committee must plan for how to make \$20,000 loss from RLAIF portion of the CPB grant in FY08.**
- (4) Luna Fair is Organized by Half the Sky Production so it is not something that KOPN could take over as a project of KOPN. No further action needed.**

Transmitter Capital Campaign Report

The match was met to receive the \$40,000 for the transmitter; all that is needed now is about \$13,000 for the infrastructure improvements. Julie will be concentrating on the “Shh..Keep it Quiet” membership campaign for the next few weeks.

(1) [From February 21, 2006] - Rich dropped off literature at Williams-Keepers for Hinkle foundation grant and will follow up with a call.

(2) [From February 21, 2006] - Janet is still pursuing a contact at the Cosmopolitan Club.

Ragtime Festival

Julie discussed plans for having a major donor dinner at the Calvary Baptist Church prior to the last concert of the Ragtime Festival. Main Squeeze or the Root Cellar (in exchange for underwriting) might cater it. The donors would be offered free admission to the Ragtime concert following dinner and Ragtime performers might also be invited to the dinner. The question was raised as to whether KOPN could make a CD from music presented at the Ragtime Festival; no one seemed to know the answer. Jeanne was sorry not to have enough time to produce the Ragtime Program, as requested by Lucille.

Action Items:

(1) Jeanne will make sure Lucille finds someone to do the Ragtime Festival program.

(2) Julie will send out invitations to major donors for a special dinner during the Ragtime Festival.

(3) KOPN needs to contribute to the Boone Restoration.

(4) Research CD production from local productions, i.e. Ragtime, on-air performing, etc.

Membership Drives

- *Spring* - May 19-26 Theme “Shhh, Keep it Quiet”

Goal is \$30,000. The campaign is underway with online pledging available for the first time, which Julie, David, Charlie Turner, and John Clark received training for in the past month.

Action Item: [From March 21, 2006] minutes] Aaron will talk with Julie about approaching Teresa Maledy at Commerce Bank.

- *Fall* - October 1-10 “Drumming up Support for KOPN”

Goal \$75,000. Julie not working on this while the current campaign is underway.

Action items:

(1) [From February 21, 2006] - Liz will contact Rhonda (lives next to David) who might help organize the drumming events, especially the Twilight portion.

(2) Ongoing – Through the Outreach Group, Jeanne and Deborah will explore possible venues. Jeanne will keep Morgan (Universal Drum Appeal) informed as to developments.

- *2007 Winter Drive* - February 4-13, 2007 - Goal \$75,000

Program Totals (see end of minutes).

Julie emailed a development report to the board on April 13. In it were the results of membership drives categorized by program support. The board briefly discussed what this information means about KOPN programming and suggested the Program Committee evaluate the results more closely.

Action Items: (1) The Program Committee needs to investigate the results of program support from membership campaigns and provide the general manager and board with recommendations.

(2) The general manager and board need to consider the committee recommendations and the program support for strategic planning purposes.

Events

April 3-14, Public Vote on One Read

April 23, Earth Day (rain date April 30)

April 23-29, Volunteer appreciation week

May 4, 6-9 p.m., Downtown Gallery Crawl

June 4-6, Ragtime Festival

June, Thursdays, Twilight Festivals

September 8, 9, 15, 16, 22 or 23, KOPN's One Read event

September 30, Sustainable Living Fair at the Unity Center

Action Items: June Twilight Festival – Mike Hagan.

Human Resources - Elizabeth

Reel-to-Reel Project agreement

Jeanne is still working on an agreement with Diane Rodgers, Jenn and Cyndi Kimball.

Action Items:

(1) [From March 21, 2006] Jeanne will contact David, Elizabeth, and Liz when she has a completed draft from Reel-to-Reel project folks.

(2) [From February 21, 2006] - As soon as possible, the Human Resources Group will create a policy for KOPN special projects.

Board "Advance"

Aaron, Deborah, Dennis, Ellen, Janet, and Jeanne attended from the board and David, John, and Julie attended from the staff. The meeting had two parts: 1) each person explained what they had expected by serving KOPN and what they now know is involved in their service, 2) a series of true/false questions about board operations generated lively and interesting discussion.

Action Items:

(1) Jeanne will send results out to all board and staff members ASAP.

(2) The board will continue the board planning process ASAP.

Community Advisory Committee

Royda handed out a list of those people willing to serve on the Community Advisory Committee (CAC) that includes Matthew Bennett, Ronda Bowman Blower, Saxon Brown, Dirk Cable, Karen Dabson, Tom Dillingham, Michael Douglas-Llyr, Kenny Greene, Gary Greenlee, Micki Havener, Ryan Kind, Sarah Linsenmeyer, Kevin Miller, and Rob Ryan. She learned that CACs need: 1) a clear mission, 2) strong recruitment effort, 3) member succession plan (with term limits), 4) no tight structure, but some basics, 5) commitment from staff (the staff saw them as a resource for being ambassadors in the community). Some

were programming oriented, some were development – but none had boards. Successful CACs: 1) act as a conduit for information, 2) serve as ambassadors in their circles, 3) provide input on programming, and 4) lend expertise in fundraising efforts. Jeanne provided Royda the requirements for the CAC from the Corporation for Public Broadcasting web page (www.cpb.org/stations/certification/cert3.html).

Action Items: Royda will work on a mission statement for the group, hold the first meeting, and provide a budget request for CAC expenses to David by June.

Staff Evaluations

No report.

Action Items:

(1) [from March 21, 2006]. The Executive Committee will evaluate the general manager in April-May.

(2) [old action item] David needs to evaluate the staff.

Infrastructure

The bathroom

Dennis brought it some lumber to facilitate completion of the bathroom.

Action Item: [over six months old] – Needs to be completed.

Tower rental

Last month, the board gave David permission to move forward on the tower rental contract and make a decision without further board approval. Janet, who was absent at the last meeting, voiced an objection to that decision. She believes the board is responsible for such major contract decisions. At the board Advance, the group acquired new information on the board's fiduciary responsibilities, which generated the realization that our bylaws omit any reference to who is responsible for signing contracts. Also, David hired John Clark on a contract basis to write the contract for the tower rental. Janet voiced concerns about this process and requested that we pursue non-staff lawyers who might volunteer their services for the long-term, and in the short-term, get a second opinion on this contract. Currently, the proposed contract is with the company that wants to rent the tower space.

Action Items:

(1) Need to clarify ASAP the contract signing authority of board and general manager and update the bylaws to reflect the decision.

(2) Ellen will ask lawyer Gwen Froeschner to provide a second opinion on the contract.

(3) Volunteer lawyers need to be sought to help KOPN (?).

(4) [From March 21, 2006] The infrastructure group needs to evaluate the phone system.

Program Committee

Janet reported that the second meeting entailed discussion of the committee's mission statement, program committee policy, program contract, manual, staggering terms, and schedule. They elected Janet the chairperson. The next meeting will include staggering of terms. Janet moved to approve the board committee selections of Jeannie Mueller and Matt Lammers, Deborah seconded, unanimous approval. David suggested Dan Cass and Ann Mehr as the staff selections.

Action Items:

- (1) [old item] Staff needs to finalize two candidates.**
- (2) Committee needs to review program support information received from recent membership drives.**
- (3) David needs to send Program Committee minutes to the board.**

Outreach Committee

Web update

Staff was trained on the online pledging component. Jeanne explained to John Clark how the funds for Public Interactive have been spent in relation to the grant received from the CPB. She reported that the cost for continuing the Public Interactive service for another year is about \$8,000. All but about \$1,000 can be covered by the grant. Janet moved to approve this expenditure, Dennis seconded, unanimous approval. Charlie Turner is putting an inordinate amount of time into the web page; additional people are needed to relieve him of some of the duties. This work can be done from a home computer.

Action Items:

- (1) Additional people are needed to help on the web page; Jeanne will ask Jules to recruit volunteers for web work.**
- (2) [From April 18] - Need to plan for expanded server space for archiving podcasts.**
- (3) [from February 21] - David needs to make sure that crucial databases are on Hulk and that backups are done properly.**

Sizzling Summer Picnic - Sunday, July 9, 2006

Deborah passed onto Jeanne a park contract that covers us in the event we have more than 200 people attend at one time.

Action Items:

- (1) Jeanne will review contract and report at the next meeting.**
- (2) [February 21, 2006] - Anyone interested in helping on the event, contact Deborah.**

New business

Please provide new business items to Jeanne two weeks prior to a board meeting.

Jeanne reminded the board that last year they discussed having an Annual Report instead of a winter newsletter. It seems everyone remains interested in doing that.

Action Item: Julie will provide samples of annual reports to the board.

Rich brought up a request he had made in an email to provide Mike McGowan an advance on transmitter work he will be doing. The board felt this was not a good precedent and requested that Mike submit a bill for work done after it is completed.

KOPN needs an emergency policy for the station; there were problems during the last severe weather. This was tabled; there was no time left for discussion.

Meeting adjourned at 9:50

Handouts

Budget, balance sheet and income statement for March 31, 2006

Community Advisory Committee members

Julie provided the following information on KOPN donations by show categories for the past year. It shows trends and general performance.

Membership Drive May 05

May 05 Totals by Category		Hour Air Time	Average donation per hour
Morning Air Total	\$ 2,205.00	15	\$ 147.00
Democracy Now Total	\$ 5,104.50	6	\$ 850.75
Diane Rehm Total	\$ 5,360.50	12	\$ 446.71
Fresh Air Total	\$ 1,499.50	6	\$ 249.92
BBC Programming Total	\$ 2,380.00	18	\$ 132.22
Eclectic Music Afternoon Total	\$ 1,215.00	13	\$ 93.46
5:00 news total	\$ 640.00	6	\$ 106.67
Sunday Programming	\$ 6,144.50	48	\$ 128.01
Saturday Programming	\$ 2,416.00	42	\$ 57.52
Evening Talk shows	\$ 1,925.00	8	\$ 240.63
Evening Music	\$ 1,695.00	22	\$ 77.05
Over Nights	\$ 645.00	33	\$ 19.55

Membership Drive October 05

October 06 Drive Totals by Categories		Hours of Programming	Average Raised per hour
Morning Air Total	\$ 1,300.00	17.50	\$ 74.29
Democracy Now Total	\$ 4,010.00	7.00	\$ 572.86
Diane Rehm Total	\$ 8,494.50	14.00	\$ 606.75
Fresh Air Total	\$ 2,750.00	7.00	\$ 392.86
BBC Programming Total	\$ 3,810.00	21.00	\$ 181.43
Eclectic Music Afternoon Total	\$ 1,398.34	13.00	\$ 107.56
5:00 news total	\$ 890.00	6.00	\$ 148.33
Sunday Programming	\$ 8,773.16	24.00	\$ 365.55
Saturday Programming	\$ 2,190.00	24.00	\$ 91.25
Evening Talk shows	\$ 3,124.50	15.00	\$ 208.30
Evening Music	\$ 2,795.00	19.00	\$ 147.11
Over Nights	\$ 730.00	36.50	\$ 20.00

Membership Drive January 06 (Final QuickBook total for drive is \$45,265.55 includes pre and post donations.)

January Drive Totals by Categories		Hours Air Time	Average Donation
Morning Air Total	\$ 1,485.00	17.50	\$ 84.86

Democracy Now Total	\$	6,370.00	7.00	\$	910.00
Diane Rehm Total	\$	5,130.00	14.00	\$	366.43
Fresh Air Total	\$	2,310.00	7.00	\$	330.00
BBC Programming Total	\$	5,122.00	21.00	\$	243.90
Eclectic Music Afternoon Total	\$	1,120.00	13.00	\$	86.15
5:00 news total	\$	460.00	6.00	\$	76.67
Sunday Programming	\$	7,876.00	24.00	\$	328.17
Saturday Programming	\$	2,271.00	24.00	\$	94.63
Evening Talk shows	\$	3,776.00	15.00	\$	251.73
Evening Music	\$	3,368.00	19.00	\$	177.26
Over Nights	\$	460.00	36.50	\$	12.60

Underwriting Report (These are spots **used** not just sold)

Number of Spots used in 2005	value per spot		Approximate Value Used
Morning Air before 7am Total	138 \$	10.00 \$	1,380.00
Morning Air 7-8AM Total	257 \$	12.00 \$	3,084.00
Democracy Now Total	320 \$	20.00 \$	6,400.00
Diane Rehm Total	540 \$	20.00 \$	10,800.00
Fresh Air Total	362 \$	20.00 \$	7,240.00
BBC Programming Total	669 \$	17.00 \$	11,373.00
Eclectic Music Afternoon Total	491 \$	12.00 \$	5,892.00
5:00 news total	243 \$	12.00 \$	2,916.00
Sunday Programming	838 \$	12.00 \$	10,056.00
Saturday Programming	687 \$	12.00 \$	8,244.00
Evening Talk shows	447 \$	12.00 \$	5,364.00
Evening Music	732 \$	12.00 \$	8,784.00
Over Nights	569 \$	10.00 \$	5,690.00

Number of Spots used so far in 2006	value per spot		Approximate Value Used
Morning Air before 7am Total	137 \$	10.00 \$	1,370.00
Morning Air 7-8AM Total	189 \$	12.00 \$	2,268.00
Democracy Now Total	283 \$	20.00 \$	5,660.00
Diane Rehm Total	501 \$	20.00 \$	10,020.00
Fresh Air Total	298 \$	20.00 \$	5,960.00
BBC Programming Total	587 \$	17.00 \$	9,979.00
Eclectic Music Afternoon Total	404 \$	12.00 \$	4,848.00
5:00 news total	166 \$	12.00 \$	1,992.00
Sunday Programming	834 \$	12.00 \$	10,008.00
Saturday Programming	639 \$	12.00 \$	7,668.00
Evening Talk shows	371 \$	12.00 \$	4,452.00
Evening Music	710 \$	12.00 \$	8,520.00
Over Nights	589 \$	10.00 \$	5,890.00

Approximate Spots
Available

Morning Air before 7am Total	780
Morning Air 7-8AM Total	520
Democracy Now Total	520
Diane Rehm Total	1040
Fresh Air Total	520
BBC Programming Total	1560
Eclectic Music Afternoon Total	1144
5:00 news total	416
Sunday Programming	2496
Saturday Programming	2496
Evening Talk shows	936
Evening Music	2184
Over Nights	2860

Total Average Support by Grouping Average Hour

Amount raised per hour per show 1 year of Drives 3/4 year of UW

Show Categories	Approximate Raised/Used	Hours on Air	Average per hour	Difference from Cost
Morning Air Total	\$ 8,628.00	650	\$ 13.27	\$ (17.53)
Democracy Now Total	\$ 21,144.50	260	\$ 81.33	\$ 50.53
Diane Rehm Total	\$ 29,005.00	520	\$ 55.78	\$ 24.98
Fresh Air Total	\$ 12,519.50	260	\$ 48.15	\$ 17.35
BBC Programming Total	\$ 21,291.00	780	\$ 27.30	\$ (3.50)
Eclectic Music Afternoon Total	\$ 8,581.34	572	\$ 15.00	\$ (15.80)
5:00 news total	\$ 3,982.00	208	\$ 19.14	\$ (11.66)
Sunday Programming	\$ 32,801.66	1248	\$ 26.28	\$ (4.52)
Saturday Programming	\$ 14,545.00	1248	\$ 11.65	\$ (19.15)
Evening Talk shows	\$ 13,277.50	468	\$ 28.37	\$ (2.43)
Evening Music	\$ 16,378.00	1092	\$ 15.00	\$ (15.80)
Over Nights	\$ 7,725.00	1430	\$ 5.40	\$ (25.40)

* if cost \$30.80 per hour for operations Not a full year of UW in yet those that are close will make it.