

**KOPN Board Meeting|
Tuesday, December 19, 2006**

Draft Minutes

*Communicate needed corrections prior
to the next Board meeting, January 16, 2006, 7:00 p.m. to:*

Jeanne Heuser, Secretary, jheuser@c-magic.com
660-849-2294 (home)

Attending

Board: Ellen Froeschner (president), Jeanne Heuser (secretary), Liz Graznak, Elizabeth Allemann, Dennis Sentilles

Staff: David Owens, John Clark

Absent

Janet Hammen (vice-president), Aaron Krawitz (treasurer), Rich Winkel, Mike Hagan, Sheryl Clapton

The board wrote thank you notes for KOPN end-of-the year donations at John Clark's request while waiting for a quorum of members to arrive.

Meeting started at 7:10 p.m.

November 21, 2006 minutes

No changes were proposed to the minutes; a quorum never formed so the November minutes could not be approved.

General Manager's Report

David provided his report via email on the morning of the meeting (attached at the end of the minutes).

Financial Affairs

Auditor

The auditors have everything they need to complete the audit. They are asking for information never requested before like medical reimbursements for staff members. John thinks they will propose that we update our policy statements on medical insurance and possibly other items. |

IRS Non-profit 990 Form

Jeanne reported that the Finance Committee recommends the auditors prepare the IRS 990 form following the practice of KDHX in St. Louis and the recommendation of Beverly Hacker, KDHX executive director. The committee feels it is good to have the auditor oversight on the IRS form. Casey and Company (C&C) told Aaron that it would cost \$300; however, John and David believe C&C will charge an additional \$100 for every hour spent beyond what is anticipated in their bid. David would like to

contract with John for \$300 to do the 990 because he believes John already knows what is needed for the form and it would be redundant to explain it to the auditors. After considerable discussion involving John, Dennis mentioned that it was inappropriate for John to participate in a discussion related to contracting with him for this service. No decision was made due to the lack of a quorum.

Action Items:

- (1) Janet needs to return her audit letter to Casey and Company; Jeanne will call her.**
- (2) The Finance Committee needs to discuss the “engagement” letter with Casey and Company to make sure it includes a flat \$300 fee for completing the IRS 990.**
- (3) A decision concerning who receives the contract for preparing the 990 must be made by Feb. 15; therefore, a decision must be made at the Jan. 16 board meeting.**

Financial Statements

John mailed the financial statements to everyone two weeks ago. There was some discussion about how to read the statements.

Action Item: [Carried forth from October 17, 2006] Need to deal with the fact that we have no reserve funds. It was suggested that if there are funds freed up, as with the loss of the bookkeeper last year, the savings should be used to begin the reserve fund, rather than spending the money for other uses.

Physical Plant

David is working on installing the transmitter with various people some of whom are hired and some volunteer. Training is Dec. 27 in Illinois. The station will be down for a while when a piece of equipment is installed. Liz thought it was great to hear transmitter update blurbs on the radio.

Action Item: [from October 17, 2006] Put a wish list on the web site of items and services the station needs.

Board Management

Board recruitment

Ballots are at the printers. There are seven people on the ballot and only four being elected, so there might be additional people to appoint.

Annual meeting

Ellen and Liz reported that the annual meeting is going to be at the Unity Center; the center is trading out underwriting for the cost of the facility. Pat Matthews will play the piano. Promotional spots are already on the radio and web. The mailing will be to 1375 people who qualified by having paid \$40. This is an increase over previous years.

Resource Development – See director of development report below

Action Items:

- (1) [Continued from August 15] Need better marketing materials.**

(2) [Continued from May 18, 2006] Add research of KOPN produced CDs into the planning of the fundraising committee and use Sheryl's form as a possible example for acquiring permission from artists.

(3) [Continued from April 18, 2006] Committee must plan for how to make up the \$20,000 loss from Rural Listener Access Incentive Fund (RLAIF) grant (rural bonus of the CPB grant) in FY08.

Annual Report

David is unable to produce an annual report this year.

Programs and Services

Program Committee – Janet Hammen

Jules Rains reported that the Program Committee has completed the Programmer's Manual and was ready to distribute it for review.

Action Items:

- (1) Distribute the Programmer's Manual to the board and other appropriate people.**
- (2) [from October 17, 2006] The two staff-appointed members need to be replaced because they are no longer attending.**

Ragtime Festival

The budget has yet to be forthcoming for Ragtime; there remain problems with having meetings. The planning has deteriorated as demonstrated in the general manager and development director's reports. KOPN's financial commitment to the festival puts the station at risk of loss; the staff feels it is impossible to plan the event without a budget. A long discussion involved numerous scenarios about how to keep the festival moving forward. No board member present was willing to participate in major festival planning. David reported Lucille had suggested in an email communication (see report below) that the festival should be cancelled. Nothing was resolved.

Action Items:

- (1) David will meet with Lucille on December 29 and determine the status of Ragtime for 2007.**
- (2) Dennis will call Bill Clark to see if he can contribute to Ragtime.**

New business

- The annual meeting falls just after the next board meeting. The first meeting for new members will be February 20. At the January 16 meeting, Ellen will be up for re-appointment.
- Charlie Turner was nominated for volunteer of the year.

Handouts - none

Adjourned at 9:20 p.m.

General Manager's Report to the New Wave Corporation Board of Directors---December 20, 2006

Financial Affairs –

Audit update: Casey and Company are still working on the audit.

Transmitter update:

- Equipment has been arriving: it's beginning to look a lot like Christmas—unopened packages everywhere! When we receive a few more components, we will be able to start installing the new transmission line. This will require our being off air for a while.
- The engineers and I are going up to Quincy for an in-house training on the new transmitter on Wednesday, December 27. The transmitter ships on the 29th.
- On Saturday, December 16, I finally received a PDF—"Permission to proceed with installation of Grounding Halo at KOPN Tower"—from John Poehlmann, Director of UMC's MO-AES Field Operations. Dave Taylor will be directing the installation.
- Jack Reed and crew came out last week and installed the ceiling fan and powered louvered vent for our new backup cooling ventilation system.
- I picked up our new steel door and door frame yesterday and expect it to be installed this week. When that is done we can complete hanging the OSB sheeting on the walls.

Resource Development –

- Membership drive report: See attached Development Director's report
- Possible resource development committee: See attached Development Director's report
- Annual report: Nothing new—taken a backseat to transmitter.
- Barnes and Noble event report: Julie Baka has e-mailed B&N and they have never responded. She guesses that we did not make any money. Her contact is a new person that she does not have a relationship with, and it has not been high on her priority list.

Programs and Services – Ragtime Festival update:

- We have scheduled meetings twice—Monday, December 11, and then Thursday, December 14—to work on the budget but Lucille was unable to attend either.
- John emailed her the documents that we had been hoping to work from.
- She responded with a suggestion that we meet on Friday, December 29.
- I responded that we need to meet then without fail and that there was a strong current of feeling on the board that this year's festival could be cancelled, if a budget and planning process is not implemented soon.
- She responded: "David Dear, Truthfully, I would really like to cancel the festival. Let's just get out from under the pressure and announce that there will be no 2007 festival. No contracts have been signed that cannot be undone. I hope that you will agree. Thanks very much."

Respectfully submitted, David Owens, Tuesday, November 19, 2006

Director of Development Report for Board of Directors Dec 19, 2006

End of Year Gift letter

- We sent out 1764 End of year letters
- As of December 15 received 8 “End of Year Gifts” for \$405.

October FUNdrive

- \$ 66,990 Membership Donations
- 151 donations with no show designations
- 867 individual shows were credited, 151 generic gifts to the station were also booked.

February 4-13 FUNdrive

- Pre-drive Challenge/Donation Quiet Drive donation letter is at printers. Mailing to 2,488 current and past donors.
- Theme/Message “KOPN ~Independent and Local Radio for Mid-Missouri!”
- Want to raise \$15,000 in Membership Challenge. I am asking the board to raise \$5,000 in challenges.
- Will have same basic gifts as last drive: Shirts, Colors Dollars, Magazines, and CD’s

Spring Drive TBD

- We are still trying to raise enough money to cancel the Spring Drive. If we have to have an on-air drive it will be between May 1 and 12 # of days dependent on how much money we need to have donated.

Underwriting

- Looking for \$1000 in Broadcast Sponsorship for the Earth Day Remote.
- Starting in January will be offering the 1.5x value pack for Underwriters who donate money to the challenge fund at \$300 or more. I will be sending a letter the first week of January to all past Underwriters in Quickbooks and all COLORS businesses.
- If board has any business owner contacts I will happily give you copies of letter for you to pass on.

Fundraising Committee

- David requested that I work on the fundraising committee. So I created a draft of the “job description” for this committee and I turned it in to David to forward to the board (see below).

Web Donations

- Need to change the appeal January 2 to quiet drive information

Other Development News

Earth Day Entertainment Committee (Sunday, April 22 or Raindate April 29)

- Committee is moving forward. The draft schedule for Peace Park Stage/KOPN remote broadcast has been created. The schedule is tight and is a GREAT lineup. As soon as we get performer confirmations and signed releases we will start promoting...
- Committee will definitely need volunteers the day of the event.
- Would be great to get Earth Day Underwriters for the Remote. Anyone with suggestions of potential businesses that this event would fit please let me know.

- KOPN will also have our booth on in the street fair. We will need volunteers for fair also.

Newsletter

- December Newsletter was sent to 1764 donors/friends from 2006
- Next Newsletter will be the March edition it will be promoting Earthday and will be reporting annual celebration and drive results...
- NEED someone to take digital pictures at the Annual Potluck

Ragtime

- Lucille cancelled December Ragtime meeting. Budget needs to be finalized so sponsorship packages can be created. This really needs to happen soon so sponsors can be included in print advertising
- Other moneymaking activities in conjunction with Ragtime also need to be determined. Example if we are going to sell Blind Boone Ragtime shirts we need to get them designed and ordered.
- Also the Ragtime website needs updated. We have been receiving phone calls at the office about the event. A print ad was put out in the Sedalia Ragtime paper stating tickets were on sale.

Marketing

- Playing with a few KOPN giveaway promotional ideas. Trying to come up with a magnet about programming... prior to drive... not high priority but playing with it...

Board Ballots

- I will have spent approximately 18 hours working on the ballot, annual potluck invitation and signage
- 1300-1400 current members. John will have an exact number before Tuesday.
- Ballots went to printer Monday, December 18.

KOPN and Community Upcoming Calendar

Jan 8 Ragtime meeting 4:30

Jan 17 Earth Day Coalition Meeting at KOPN 6:00PM

Jan 21 All Station Celebration and Potluck

Jan 25 Earth Day Entertainment Coalition

Feb 4-13 KOPN FUNdrive!!!

Mar 1-4 True/False Film Festival

April 22 Earth Day

May 1 – 12 FUNdrive if needed

June 3, 4 or 5 Major Donor Appreciation Dinner prior to evening Concert

June 3-5 Blind Boone Ragtime and Early Jazz Festival

Sept 7-8 Boone County National Bank Blues Festival and Barbeque
Their goal is 30,000 attendance all in the district!! We need to be thinking about a KOPN presence at this event

Sept tbd KOPN One Read event with special reception for major donors

Oct tbd FUNdrive

Oct tbd Board nominations On-air and Newsletter recruitment

Oct tbd Create End of Year donation letter

Draft Proposal for KOPN Fundraising Committee

The KOPN Fundraising Committee will help the Development Director with all fundraising, marketing and promotion projects for the station. The following list is the job description of the Fundraising Committee. There may be other fundraising opportunities that will fall in the jurisdiction of this committee.

Each person on this committee will work on the Development Plan including the Case Statement.

Each person on this committee will participate in Fundraising Training and each person will help with training sessions.

Each person on this committee will give a Mid Level to a Major gift to KOPN during their term on the Committee.

- On-Air Fundraising
 - Solicit challenge dollars
 - Each committee member shall raise \$1000 or more
 - Recruit Volunteers for phone shifts
 - Implement hospitality for volunteers – be sure there is food and beverages
 - Encouraging and asking air personalities to participate in trainings
 - Recommend individuals to help pitch during national programming
 - Create a thank you event for volunteers after drives
 - One Committee member will serve as coordinator/liaison with Development Director
- Membership
 - Create, organize and implement membership events
 - Be a KOPN Ambassador find speaking engagements for Fundraising committee and staff to go present at social service organizations, churches, civic organizations or any place where people gather.
 - Organize and implement Thank-a-Thons once a year to all donors
 - One Committee member will serve as coordinator/liaison with Development Director
- Underwriting
 - Solicit donations for Underwriting from business and organizations
 - Each committee member shall get two new underwriters a year
 - Each member should pick one local ad agency and be liaison for the station
- Major & Mid-Level Giving
 - Set up meetings for Development Director or GM and committee member to ask for major and mid-level Gifts
 - Each committee member shall bring in one Major or two Mid-Level gifts each year
 - Create opportunities for Major and Mid Level donors to learn more about KOPN
 - Be sure that each Donor and potential Donor in this level gets an Annual Report
 - Create, Organize and implement Major and Mid Level events
- Legacy & Planned Giving
 - Talk with others about planned giving
 - Create an endowment plan
 - Create Legacy & Planned giving brochure
 - Create opportunities to talk with donors about planned giving
- Marketing & Promotion
 - Find opportunities for KOPN to be in the public
 - Organize and implement publicity opportunities
 - Create and implement special events like anniversaries
- Fundraising Events
 - Create, Organize and Implement fundraising events

- Every event will have it's own budget and will be presented to Staff for consideration. Depending on the scope of the event it may need to be presented to the board for budget approval.
- Direct Mail
 - Gather new addresses for first time asks
 - Each committee member will write a personal invitation to 10 people who are not currently donors
 - Edit and make suggestions for Direct Mail pieces
 - Monthly write thank you notes to all KOPN on-air guests
 - Annually write Alumni Newsletter
- Online Revenue
 - Promote the KOPN website through the other list and groups that you participate in.
 - Create monthly/quarterly or event triggered Electronic Newsletter
- Foundation & Grant Support
 - Help research foundation money opportunities
 - Help research grant opportunities
 - Present potential Grant and foundation opportunities to the staff for consideration; Write, edit applications