

## NWC/KOPN BOARD MEETING MINUTES

Tuesday, December 17, 2019

**Attendance:** Martha Daniels, Linda Day, Dan Hemmelgarn, John Lofton, Margot McMillen, Diana Moxon, Laird Okie, Gordon Rogers, Barbara Ross, Laura Wacker, and Tim Pilcher (G.M.)

**Absent:** Morgan Matsiga

**Guests:** None

### **Call to Order, establishment of Quorum and approval of agenda and minutes**

Linda called the meeting to order and a quorum was verified. The agenda and minutes for November were approved.

### **Financial Reports**

**Fiscal year 2018-2019 (revised):** Printed financial reports were distributed to the board. Linda reported that a newer and more accurate version is available but was inadvertently not printed. She reported that while the bottom line numbers are still accurate, our actual underwriting receipts are underreported here because they were lumped in with member pledges. She also reports that we have been spending more than we have been taking in by about \$10,000 over the past two months. She pointed out that our income arrives on a varying schedule and we anticipate receiving a larger amount of money in December. Tim reported that we currently have about 10-15 underwriters. He said the underwriting program had been disorganized and not very remunerative when he started as G.M. and he thinks it can improve significantly. Laura pointed out that we all need to think of potential underwriters as well as other potential ways of increasing income. She also pointed out that we intend to reduce many excessive expenses of the past. Several comments were made about the positive value of finally having accurate financial books. It was noted that our checking account balance is very close to what it was a year ago, although it does include grant money with restrictions on how it is to be spent. We are still working to correctly account for the previous year's actual expenses and receipts. Linda pointed out that money for acquiring a new building will have to be raised separately from our current operating expenses.

### **General Manager's Report:**

**General Update:** The board election ballots have been mailed and several board members acknowledged receiving theirs. Ballots were sent first class metered, which was cheaper than using stamps. (Ballots don't qualify for non-profit standard mailing fees.) Tim has been exploring Salesforce and has found more accurate data than he had been able to find earlier. He reported we had 667 paid members last year in 601 individual households. He intends to spend time "cleaning up" our Salesforce data. Our FCC biennial ownership report has been filed and our quarterly Issues Report and SoundExchange report will be filed early, on January 1, in case of a government shutdown during the deadline. The Issues Report documents our service to the community while SoundExchange tallies royalties for our webstream. We pay \$275/year in royalties, a reduced rate due to our NFCB membership. Tim found that we could qualify for a reduced NFCB membership fee for this year. Our CPB eligibility form which affirms that we have met the requirements for our CPB funds will also be turned in soon. We have received the first half (\$4000) of our Missouri Arts Council grant. We have started the annual audit process. Tim has been working on improving our email list, which has only 575 people on it although we have 4,000 people in our Salesforce database. He plans to advertise the option to sign up and he plans to add every volunteer to the list since they should receive all our updates. The KOPN Google volunteers group is replacing the soon to be defunct Yahoo group. Tim plans to do a fundraising mailing in late January.

**Programming updates:** Left Ahead Radio has ended. Its main host has quit and the other host isn't able to commit to doing it every week. Woody's Real Deal Country show has been happy to take over that hour. KOPN with Reality, hosted by Erica Dickson and Tawny Brown, has ended also. Timm Hudspeth and Riccardo Montgomery of Straight Talk are extending to cover that time for now. Tim would like to keep that time slot open because it is the only platform we have for African-American women. Tim says Erica

and Tawny have referred some possible hosts to him and he envisions the creation of a collective show like Women's Issues, Women's Voices, not "owned" by any single person. He will discuss this with the programming committee.

**Budget, Fundraising and Grants:** Tim distributed a budget and fundraising document. He pointed out that many actual expenditures have been less than were budgeted for. He is still pursuing the development positions. The Fundraising document shows the variability of our income. Tim plans for \$20,000 per drive, with that money coming directly from the drive, not counting any other monies which are raised during the drive but incidental to it. Diana questioned the planned monthly mailings, expressing concern that may be too frequent. Tim explained that these will be targeted mailings, not to everyone every month. Diana asked whether we notify people whose membership is expiring. Tim replied that we don't currently but that getting Salesforce organized will make this much easier to do. He commented that he has organized Stripe to enable notification of monthly donors whose credit cards are about to expire. Dan pointed out that the budgeted income is below our target for eligibility for the CPB \$70,000 grant and Tim replied that this is a rough draft. Tim also added that this does not include our in-kind donations, which are expected to be well over \$50,000 and should make us eligible for the CPB grant.

**Grants Report:** Tim reported that our Boone Electric Foundation grant of \$19,000 has been received. He has met with the engineering group and plans to purchase an airboard, microphones, and headphones soon. He would like to apply for a Missouri Humanities Council grant of up to \$10,000 which could be used for programs that involve audience interaction with humanities experts such as scholars, authors and educators.

**Underwriting and In-Kind donations:** Tim distributed a draft version of an underwriting information brochure. He added that a new component of underwriting management will be new traffic software for scheduling and logging spots. Our current program costs \$1,300/year and is old software. The Boone Electric grant will cover new software for a one-time cost of \$900 with an optional yearly maintenance fee. This new software will integrate with our automation software, so that scheduled spots would queue themselves up to be played when scheduled and would log themselves when they are played. This could also be used for pre-recorded station IDs if desired. Likewise our AV Air automation software is old and carries a high annual fee. It will be replaced by a new package with a one-time fee. Next month he will run "banked" underwriting spots that we still owe for such things as pledge premiums and gift cards. We have all our in-kind donations properly documented save one, which he is still working on getting.

**Holiday Parade:** Tim reported that this brought in about \$1500 with \$250 of expenses for the insurance. There were about 40 entries. It was a success but cost us a lot of time and effort. Tim plans to put out the word that it is available for someone else to take over.

**Giving Tuesday, Como Gives, and Spring pledge drive:** Tim announced Giving Tuesday was a success, with \$7,575 raised. Como Gives is ongoing, with \$3100 from 25 donors so far. We are in 34<sup>th</sup> place out of 138. He proposed the dates of March 11-17 for the Spring pledge drive, between True/False and the MU spring break. There was discussion about doing more one-day drives, perhaps on Valentine's Day, and about the usefulness of matching gifts. Later drives are contemplated for early June and later September. Tim also mentioned reviving the Spring Thing (associated with the spring solstice), perhaps applying for an Ameren Cares grant, which sponsors community events, to help with that. He envisions an outdoor event perhaps at Logboat, with a whole hog Roast and lasting all day. Laura noted the partnership possibilities with Earth Day, with several thousand attendees who otherwise may not have encountered KOPN. Missouri River Relief was also mentioned as a possible partner.

**Station Technology:** Tim plans an engineering closet cleanout in early January. This will facilitate the planned move. At last week's engineering meeting they discussed buying a new airboard and installing it in the production room. One airboard must be purchased in the next six months and doing this would enable clearing out the production room and help us learn the installation process so it could be replicated more quickly at the new location.

**Website:** Tim said he will add a car donation page, something he would like to promote more. He has added a production services page which includes studio rentals, podcast production and recording, and also a new webstream player which will increase listenability on phones.

**Volunteers:** Tim reported we haven't had many new volunteers lately. He plans to offer an opportunity to MU Service Learning students, creating a project they can do together--perhaps bringing back the folk CDs that were removed to storage after digitization. He would like them to box the rock CDs that were digitized.

**Transmitter Shed Maintenance:** Nelson's says the tree removal will happen next week.

### **Committees and Working Group Reports**

**Financial Working Group:** Laura said this report was covered earlier in the meeting.

**Programming Committee:** Linda says they haven't met yet.

**Engineering/IT Working Group:** covered earlier in the meeting.

**Library working group:** No report per Laird.

**Guiding Documents Working Group:** Gordon reported there was no meeting.

**Station Relocation Working Group:** Margot reported there have been a couple of meetings since last time. Diana has shared her experience of moving the Columbia Art League. Tomorrow the RWG will meet with Jeff Byrne, recommended by Nick Peckham as a fundraiser. His services would not be donated, and the cost would be considerable. Margot plans an announcement of our goals at the annual meeting in January. There was discussion about sequencing stages of the move.

### **New Business:**

**Accounting Service:** Linda reported that Williams-Keepers sent us a bill for much more money than we had expected. Part of this was for cleaning up the books, but even the regular part was more than anticipated. Linda has talked with them and they indicated their signed agreement that does not match what we had understood the agreement to be. There was no copy of this agreement in our office. She is going to meet with them tomorrow to discuss this and to see if re-negotiation is possible. We may be able to manage some tasks in-house.

**Audit/Capital Campaign:** discussion postponed.

### **Old Business**

**Annual Meeting:** We have several announcements which need to be made mindfully and we should anticipate questions about our leadership change and station relocation.

**Community Advisory Committee:** meeting was postponed until this Thursday due to snow.

**Staffing:** Discussion postponed.

**Station Security:** Diana reported on an incident at Orr Street Studios, suggesting we consider our own risks and our planned responses to problematic situations. Tim pointed out that there is some material in the programmer handbook that may be pertinent.

**Closed Meeting:** Linda requested a closed meeting to discuss a personnel issue. Dan moved to adjourn the regular meeting and begin the closed session. The board approved.

Tim and Dan were excused. Laird also had to leave at this point to do a show.

After the closed meeting no further business remained and the meeting was adjourned by Linda.

Respectfully submitted,

Gordon Rogers, Secretary