

NWC/KOPN BOARD MEETING MINUTES

Tuesday, November 16, 2021

Attendance: Martha Daniels, Linda Day, Christine Gardener, Margot McMillen, Diana Moxon, Gordon Rogers, Barbara Ross, Joy Rushing, Kevin Shults, Laura Wacker, and Sarah Catlin, interim G.M., ex-officio. All attendance was by a remote Zoom conference session.

Absent: None

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 had been emailed to the board prior to the meeting and upon being asked, there were no objections or changes offered. Kevin moved with Diana seconding that the October 19, 2021 Board meeting minutes be approved. This motion passed without dissent. Sarah had reported that we were expecting two journalism students to attend as guests and that they received the Zoom invitation but they did not join the meeting.

Financial Reports

October Reports: October reports as well as activity and position reports for both calendar years and fiscal years 2020 & 2021 were emailed to the Board prior to the meeting and were acknowledged as received by the members. Linda discussed some individual entries and then reminded the Board that CPB allows the option of amortizing donations of or for capital assets for up to 5 years. Amortizing some capital donations could help insure our achieving the required \$300,000 NFFS in future years. We will need to make this decision in a few months. She also noted that we cannot receive more than 50% of our income as in-kind donations, a threshold which we are well below. This year's CPB grant is roughly \$94,000, which is more than we had expected. She also noted that our salary expenses are considerably higher than in the past because we had been understaffed for the past 2 years.

General Manager Report:

Sarah said a detailed written report for Board members is on our shared drive.

Staff: Everything is going well, no other report.

Volunteers: Sarah reported the Volunteer working group has met for the second time and now includes three programmers. The next meeting will be December 2nd. The group is working on a better process for accepting and orienting volunteers. A letter has been sent to volunteers and programmers notifying them of the building purchase and reminding them it is not public yet. Some volunteers have been cataloging their areas' vinyl collections onto a spreadsheet. The Community Advisory Committee met and Linda discussed their input and their value to the station. One member is planning to help coordinate a "wild things" dinner for KOPN in June.

Events and Outreach: Sarah says she believes our listenership has dropped due to several changes we have gone through and she is trying to build it back up both through schedule adjustments and through engaging various facets of the community. She is developing a year-long calendar to achieve this. KOPN has sponsored the Big Muddy Festival. We are doing a Happy Hour at Café Berlin featuring three bands on November 30, which is Giving Tuesday and

will kick off our end-of-year campaign. We will have schedules and promotional material there. She answered a question discussing how the Nielsen ratings group calculates our listenership numbers. She arranged for Como Magazine to feature Dylan as a new hire in town. A group of MU students are considering doing a story on KOPN. A supporter has generously donated money to buy about 30 high-quality KOPN yard signs. Sarah is looking for high-traffic KOPN-friendly sites for them in our broader listening area.

Technology: Sarah reported that Dylan thinks mice are getting into the transmitter shed (again) and will work on that problem. He has added MS Office to the Green Room computer. He has turned on the ice-preventing heater on the broadcast tower. Sarah discussed a studio problem yesterday that appears likely to have been caused by a spill that affected the airboard. There was discussion of some programmers being lax about air room rules. There have been intermittent problems with the air room phone not signaling incoming calls.

Programming: Sarah said the programming committee has accepted Shawn Wilcox's proposal for a new show "Vintage Inspiration" on Saturday just after midnight. Nick Peckham's "Black Metal" show proposal was sent back for further discussion and he will come to the next programming committee meeting. Dylan has added new promos made by programmers for their shows to the PlayIt Live system.

Fundraising and Underwriting: Diana and Sarah are working on the end-of-year fundraising appeals. They are planning a series of two full-color postcards to be mailed soon to direct donors to options for donating. Peer to peer fundraising incentives have been offered, including the KOPN Karolers who will sing carols for a donation. An updated list of underwriters and contacts is available to the Board on the shared drive and Sarah reported on new underwriters.

Committee Reports:

Capital Campaign: Diana reported we have received about \$25,000 for the campaign this month with a meeting scheduled later this month. She is planning a letter announcing our campaign status to date and the building purchase, and is making plans to invite campaign committee members and early donors to visit the building soon after we close the sale.

Station Relocation Working Group Report: Margot reported that the group met this month, and that Kevin has found a sliding shelving system to consider for storing CDs. Linda said she spoke with a contractor who recommended repaving the parking lot with concrete rather than asphalt and described details of installation that would significantly improve both the life and the drainage of the lot. He has not given an estimate yet but suspects it will be over \$30,000. Linda says the parking lot will have to be an early project for us, ideally before we start broadcasting from the new building. She also discussed the need to arrange for redundant transmission systems and for moving the satellite dish, which we will need to research.

New Business:

CPB CSGrant: Covered in the financial report.

Annual Audit: Linda said our new auditor has asked for a different approach to documentation than our previous auditor, and she will be working with her on this. She gave Linda questionnaires for some board members and staff to complete.

Board Election: Linda emailed the Board a proposed information sheet for potential Board candidates in the upcoming election. Laura volunteered to be the contact person for potential candidates since she is not a candidate this year. There was discussion about getting more diversity on the Board, including recruitment strategies and potential candidates. Some also noted that an attorney, a CPA, and a construction specialist would be helpful additions.

Old Business:

Annual Meeting Feb. 13, 2022: The election will be complete in time for results to be announced at the annual members meeting.

Volunteer Recruiting and Training/Programmer Survey: Christine reported that the survey is going well, with 63 (non-Board-member) programmers selected to be surveyed. She hopes each Board member will make five calls. Results so far have been informative.

Closed session

Linda suggested that due to the late hour, closed session business should be deferred until the next meeting. The Board agreed.

With no further business, the Board meeting was adjourned.

Respectfully submitted,

Gordon Rogers, Secretary