

NWC/KOPN BOARD MEETING MINUTES

Tuesday, March 16, 2021

Attendance: Martha Daniels, Linda Day, Christine Gardener, Morgan Matsiga, Margot McMillen, Diana Moxon, Gordon Rogers, Barbara Ross, Kevin Shults, Laura Wacker, and Miquel Calçada, G.M. Morgan Matsiga joined at 7:15 PM and left at 8:30 PM due to work constraints. All attendance was by a remote Zoom conference session.

Absent: Joy Rushing

Guests: None

Call to Order, Establishment of Quorum, and Approval of Minutes

Linda called the meeting to order and a quorum was verified. Kevin moved with Margot seconding that the agenda be approved and the motion passed without debate. Diana moved with Kevin seconding that the February 16, 2021 minutes be approved. This motion passed without dissent.

Financial Reports

February Reports: Reports were emailed to the Board prior to the meeting and were acknowledged as received by the members. Linda began by referring us to the additional financial report she had sent earlier today which also includes the month of March to date. She pointed out that while our year-to-date through February income was less than the same period last year, we have since then received the Community Foundation (ComoGives) donations plus additional from our pledge drive which this year was in March rather than February. These two items alone gave us an additional \$22,000, bringing our numbers much closer to what we might have expected. She reported that unfortunately, because we are not eligible for the CPB Community Service grant this year, we are also not eligible for generous covid-related stimulus grants that CPB has available to award this year. She reported that we have completed our audit and filed our FSR (Financial Summary Report) to CPB. This process had led us to discover that some expenses had been mis-categorized going back several years both in previous FSRs and in our current audit, so those were adjusted in a way that the auditor concurred with before the FSR and audit were submitted. Linda thinks making these corrections will improve our standing with CPB. She believes she and Laura can create a way to separate the capital campaign budget from the rest of the budget, which she will then submit to our bookkeepers for their review. Miquel added that we may be participating in a federal campaign for vaccination announcements that could generate some revenue for the station as well.

General Manager Report:

Staff: Miquel reported that we have hired Ally Chapman to be our Office Manager. She started work yesterday.

March Fund Drive: The three-day drive was preceded by a five-day "silent" drive during which we noted the upcoming drive and promoted thank-you gifts. We had alerted listeners to the drive through the *Missourian* and on our Facebook page. Miquel was impressed by the support and the commitment from the community. As of now, we have received \$15,885 from 115 donations. Although he was not dissatisfied with the amount received he was concerned by

the lower number of donations this year than last. Our next drive will be from May 31 to June 6 and will be preceded by a mail campaign. Our third drive will start on Labor Day, Monday September 6, and our final one will be during Giving Tuesday and ComoGives.

Technology: Miquel said we had a brief transmitting problem a day before the drive and a similar but somewhat longer one again a week afterwards, which together represent a serious concern. He said there is a glitch in the router connections, so even though we have a backup internet connection to the transmitter site, both connections had failed simultaneously. Tim is working with Jay Teutenberg to set up a system that will more dependably prevent us from having dead air. He is also looking at the possibility of restoring our old STL link as a back-up. Miquel has been encouraging programmer use of the Cleanfeed app.

Programming and Volunteers: Miquel reported on data already received from the Radio Research Consortium (RRC). He said he believes this data can help us schedule our programs to connect them more successfully with their listeners. He said that our purposes can be better served by organizing our programming so we have not only predictable program scheduling but also congruent sequencing of programs. For example, if we had a classical music show immediately followed by a rockabilly show, that would be jarring for listeners and would tend to lose them even if both shows independently had a strong natural listenership. In response to a question about whether the listening data for our programs on Spinitron is available and would be counted in program audience numbers, he replied that Spinitron listener numbers would contribute nothing toward the goal of scheduling on-air programming in a way that encourages “live” listeners to continue listening through the transition from one program to the next. He said scheduling on-air programs and improving the transitions between them are the most critical things to organize. Another step towards this goal is to set programmer guidelines for firm start and stop program times, with consistent station IDs at the beginning of each program and consistent scheduling of PSAs and announcements. A comment was made that in the past we had a strong system of both selecting programmers and training them but we have not done that well for several years now. Miquel said he plans to improve that also but that trying to implement that objective at the same time as this one would be difficult. He would like to implement the new scheduling by May 1 so we can analyze the results when the subsequent new RRC data eventually becomes available. He plans to announce the upcoming changes through an external communications campaign to emphasize the message that we are making significant changes. On a separate note, he said he would also like to develop a local weekday public affairs program. He believes we have the capability and the programmer interest to make such a program possible.

Committee Reports:

Capital Campaign: Diana reported that we have had one Zoom meeting since the last Board meeting and have another one scheduled, with yet another in development. It is difficult to fund-raise without having a specific building as a goal. Some on the Board expressed interest in sitting in on a meeting before trying to host their own. The meetings are developing a “buzz” and are widening interest in the community. She emphasized that she needs more of us to step up and do this kind of work. Linda suggested that some of the community meeting participants may also be candidates for our community advisory committee and asked for them to be considered for that as well.

Station Relocation Working Group Report: Margot reported that the group met Thursday with eight attendees. The building for which we submitted a letter of intent was awarded to another bidder. There was discussion about expanding our target area for moving to, but not much enthusiasm was expressed for that. Margot said that exploring options in a broader area would be useful even if we don't intend to buy there because it will expand our knowledge of the market. Linda said that some prices are rising even though vacancy rates are increasing and are lasting longer. However, some buildings we looked at previously are still on the market and owners may be more open to more favorable terms now.

Guiding Documents Working Group: Gordon reported that a meeting was held with intent to discuss creating Board policies on the signing of agreements, on processes for spending money and on managing the annual meeting. A search of the archives found no previous Board policies at all (as distinct from staff or volunteer policies), which led to the discussion focusing on the overall structure of a policy and procedure system before undertaking to develop specific policies. Future meetings are planned.

Old Business:

Doors and Locks: Linda reported that replacing the back door lock would probably be quite expensive but that she has not yet received the bid from the locksmith who looked at it.

Office of Cultural Affairs Grant Proposal: The new grant form and guidelines now make it clear that grants will be awarded for new projects only. We have received some proposals from programmers and board members for projects to include in the application. Other suggestions are welcome. Grant applications are due by mid-April.

New Business:

Member recommendations regarding investment of funds: Linda discussed member suggestions at the annual meeting that capital campaign funds be invested until they are spent. She said one way to invest without much risk is through the Community Foundation of Central Missouri (who run ComoGives), who hold money as donor-advised funds. However, their low-risk options would cost almost as much in administrative fees as they would generate. Also, our hope is to spend the capital campaign funds this year. After much discussion, Linda moved, with Gordon seconding, that we maintain these funds in the current FDIC-insured, interest-bearing accounts. This motion passed without dissent.

There being no further business, the meeting was adjourned.

Respectfully submitted,

Gordon Rogers, Secretary