

KSJD Minutes (not CRP!)

March 6, 2010

Kelly Place

Tom Yoder called the meeting to order at 8:40 A.M.

Present: Sally Kane (facilitator), Tom Yoder, Peter Ortego, Ned Harper, Jeff Pope, Chris Babbs, Laird Carlson, Kristine Nunn, Karen Mooneyhan, Melissa Betrone.

Frank Lister has officially resigned from the board and Tom has thanked Frank for his service.

Ned moved that the February 9, 2010 minutes be approved. Kristine seconded and the motion carried.

Tom announced that the Executive Committee had met to discuss board transition issues and had concluded that the following slate of officers would be recommended to the board for approval in April: President, Peter Ortego; Vice-President, Tom Yoder; Treasurer, Kristine Nunn; Secretary, Chris Babbs. The terms of these officers expire in 2011, which highlights the urgency of our board recruitment campaign and the need to attend to establishing a smooth transition for the KSJD board.

Peter commented about the need for coordination of duties on the part of the board officers. The station is moving in a good direction and we need to restructure the board accordingly.

BOARD DEVELOPMENT

Tom, Ned, Jeff, and Peter reported on their efforts to contact potential board members. Some have expressed interest and others have declined. That effort will be ongoing with the intention to report on progress at the April board meeting. Tom is keeping a master list of prospects. The intention was to broaden the range of prospects to see if we can generate more interest in board membership, especially among those who have the enthusiasm and commitment to KSJD. That approach seems promising and we hope that it pays dividends by April.

EXECUTIVE DIRECTOR REPORT

Jeff handed out some supplements to his monthly report: one entitled "CRP financial snap shot" and the other a summary of initiatives overseen by Melissa designed to enhance our revenue sources over the next couple of months. Jeff indicated that we are not now meeting our underwriting goals and that he is overseeing that effort until such time as someone is hired to assume that responsibility. Melissa then proceeded to describe the initiatives outlined on the handout: updates about the membership drive, events past and future, and foundations and other fund raising activities. There was extensive discussion about the need to concentrate on underwriting as a more substantial revenue stream for the station. Also there were observations made about the appropriate

ratios of fund raising support from membership, underwriting, and grants (it should be 1/3 from each). Sally asked if we had a major donor/planned giving program. The answer at present was “no”. Laird asked about membership growth and new members as revealed during our last drive; Karen will collect that information and pass it on.

PROGRAM COMMITTEE REPORT

Laird presented a hand out that summarized programming committee activity. The Community Advisory Board has been a topic of discussion, especially with regard to meeting protocol, composition, agenda topics, and how to integrate information received with KSJD programming. There was also a discussion about the last survey and how programming has changed in response to the survey results. We still need to fill 4 positions, possibly from north of Cortez, Rico, as well as a representative DJ.

Jeff reported that we are still working on the web site so that we can better display by-laws, board minutes, and other items of station business and information. The board of trustee page needs to be updated; all board bios should be posted and updated.

There were questions about promotional items from the last membership campaign and the reasons why their sending was delayed. Karen, Melissa, and Jeff went through the snags the station had to overcome to make good on our promotional promises. We obviously need to improve that process, which to a large extent we already have, as we organize our April membership drive.

The board then adjourned the business meeting with the intention to regroup in 5 minutes in order to begin our annual retreat.