

SMEF August 19, 2015

Called to order by AP at 5:15 PM

Present: Amy Peters (AP), Ray Farnsworth (RF), Kathleen Erie (KE), Beth Roberts (BR), Mark Dollard (MD), Tom McGlade (TM)

Staff: Ben Kerr (BK), Corey Beaton (CB)

Public Input

None

Approve Minutes from 7/22/15

AP made a motion to approve minutes as presented, MD second, passed unanimously.

Staff Reports

CB – Discussion of new/used PA System, budget of approx. \$800, needed for more mobile broadcasts (ski area, duck race, street dance, etc.), get more out in public, community radio

AP – fits our stated goals, likes idea

TM – could open up more opportunities to get in front of 2nd homeowners

CB to price out options.

CB will update Board at next meeting on reduction in credit card fees from the PayPal account for non-profit status.

BK – regular checkups from engineer regarded as good investment to avoid more costly glitches that can be avoided.

TM – asked if we have a spreadsheet built that details the equipment we have and the equipment we need, something that could be a living document that is tied to the Strategic Plan and where we need to be X number of years out, prioritizing needs, will help with equipment-specific grant applications.

BK – With help from Robin Payne we are currently building such a spreadsheet, complete with pricing for budget considerations. Check register showed no red flags.

CP – AP presented for CP and made a motion to hire Caitlyn thru March 2016, 2nd by MD, discussion, passed unanimously.

TM – news is so important for Trustee and Endowment people we want to reach, agreed with rest of Board how strong news is right now, praise for CP.

BR – Going down to one newspaper a hit to town, news more important than ever.

Subject of Board members calling into meetings counting as attendance was agreed to by all. RF - Library has phone/speaker we can use.

Update on Fundraising – Geoff Hanson

GH – First commented on the recent KOTO news story done on the time capsule at the high school, how much he loved it.

Submitted that as of today there was \$19,500 raised, confident in getting \$10,000 during Friday's dj all-star day.

AP – will reach out to big donors with a special thank you.

CB&BR – agreed to make and post more posters around town.

GH – KVNF has success with raffles (Fiji), would like to replicate that locally and sell \$10 tickets until street dance 2016, KOTO would have to buy 2 plane tickets, set up at bottom of Chair 4 one Sat morning per month to reach more 2nd homeowners and to be more out in the community.

Fiji raffle:

BR – give away KOTO and her Big Love stickers to people who buy a ticket

KE – if we want to be selling raffle tickets by the black bean event then we need to get the ticket approved by the State within a week.

AP – skeptical, does not know Jack, comes with a big outlay.

Noman – what do KVNF winners think? GH – they loved it!

BK – do travel voucher instead of buying plane ticket, idea supported by KE. Group agreed with that approach.

TM – since raffle extends beyond end date in Geoff's current contract it will be amended with a new end date and language to include the raffle thru the winter.

GH – application for the raffle submitted to State, BK named as manager, KE pointed out that won't work due to State restrictions that no one can earn money from the operation of raffles. GH can't be paid a commission. Follow-up: As KE has experience operating raffles, AP and KE agreed that KE should be the Board liaison and "Games Manager."

KE and GH will work out the application with the State.

BR – regarding current fundraiser - pay GH a % of total raised and move on, % would be historical % we actually collect from what is pledged.

Discussion...consensus that GH should not have to wait until months after the event to collect monies, TM will update the agreement with new language on how GH will be paid and keep Board apprised.

Vacated Board Seat

Suzanne Cheavens resigned her seat on the Board a week or so prior to meeting.

BR – appoint seat to MD, discussion...MD pointed out that it felt un-democratic, AP and BR felt it would simplify the upcoming election (three seats for 2-year terms) and allow the current Board to make decisions it is empowered to make, consensus among other members.

AP – motion to appoint MD to seat, 2nd by BR, passed unanimously.

AP – motion to appoint MD as VP of Board, 2nd by TM, passed unanimously.

Election Action Items (moved up in agenda)

See KE's 1-page summary.

Announce seats up for election by September 15.

Letters of Interest due by October 15.

KE – would like to do by-law updates at same upcoming election

TM – when would by-law updates need to be agreed upon to accomplish this?

KE – November 1

TM - Board will have to agree to by-law updates at October meeting.

Long discussion on membership qualifications, volunteers, donation levels.

BR – can we include survey questions in with the ballots? KE saw no problem with that, broad support on Board for survey Q's to go out with the ballot.

ED Job Description

Board consensus that a full-time ED is required.
MD to send AP thoughts on managerial qualities that the description should include.
AP & BR will hone description, share with full Board before putting up on the web site.
Goal is to have ED hired by Jan 1.

Financials

Brief discussion, no red flags, lots of activity in register due to The Ride deposits, refunds coming for insurance premiums already paid to Jewell prior to cancellations.

Trustee/Capital/Manifesto

AP – we need to nail down \$5K/yr Trustees and hire a new ED before we embark on a Capital Campaign (CC), big donors want to see a cohesive org. with a Strategic Plan, kick off CC in early 2016, KOTO Matters Manifesto timed well with this.

Asked – what does it get you to be a Trustee? Any rewards beyond feeling good about it?

RF – we have a description of what benefits Trustees earn.

TM – work on adding to that list of returns for a Trustee role

AP – let's be sure to not cross Trustee asks with those that would be better suited for CC asks.

AP will share Robin Payne's spreadsheet for grant writing and its categorization of grant areas to focus, provides a fresh perspective on new sources of funding, AP will write Tell Foundation grant and the Wells Fargo grant and will bounce both off of TM and KE prior to submission.

TM – two types of grants to pursue are (1) music/cultural, (2) news/public affairs.

Halloween

SC departure called for adjust as she was point person on booking talent for the party.

MD left Liza Oxnard 3 messages with no return call, Board agreed to move on, MD will convey that message to Liza.

Band ideas? Local?

Dean Rolley mentioned to do sound but he will be out of town.

AP – we owe it to Ronnie and SOH to have enough security and volunteers to ensure a smooth night, plan a 1-hour meeting with Ronnie and the person we hire to run it.

BR – Jessica of Ski Swap should do it, will reach out to her

Ski Swap

New dates – Nov 13, 14, 15

We paid Jessica \$4,000 last year and she wants \$5,000 to do it this year.

Need a social media campaign to create a buzz, tie in Sweet Deals.

Let's offer Jessica \$4,500.

Eco-Action

No update.

CAB

BK – would like to see leader of CAB emerge from public, not a staff person.

Next CAB meeting set for Tuesday 8/25, MD will attend and report back to full Board on recommendations/thoughts of CAB.

Adjourned at 7:43 PM by AP.

Minutes submitted by MD.