

Meeting Minutes
SMEF Board Regular Meeting
Monday, June 29

Present: Amy Peters, Suzanne Cheavens, Mark Dollard, Kathleen Erie

Absent: Beth Kelly, Ray Farnsworth

AP called the meeting to order at 5:20 PM

Public Input

Norman S – suggested reminding DJs (weekend particularly) during live music broadcasts of any changes to their regular schedule.

Shawna P – suggested having at least one page of the agenda printed for attendees. Likes the title of General Manager better than Exec Dir.

Mark I – asked why certain financials were not on the web site. KE's explanation of items not being ready for public display just yet seemed to answer it. Mark I also asked if SC's paid involvement with Bluegrass represented a conflict of interest. SC's and AP's reply that paid gigs that are not related to long-term regular employment are OK, as discussed and agreed to by the Board at a previous meeting, seemed to answer it. Mark I went on to encourage the new ED position to be re-named/cast as a part-time Development Director, focused solely/strongly on fundraising, and someone to be hired for it very soon.

Brandt – Also went to Jim B's DJ fundraising meeting. Make financials on-line more simple for busy, non-finance people – 1 pagers, or pie charts, that state clearly what KOTO spends money on, gets money from, etc. Need a new ED, need a captain. Make fundraising like PBS – "it's that time to renew your membership again...". Thanked Board for their service to KOTO.

Jerry G – Also went to Jim B's meeting. Asked about grant discussion at previous meeting related to a new signal on Greyhead. AP explained in context of grant proposal made by previous ED. Process going forward will be focused with a defined vision, investigating and going after equipment/signal specific grants.

Approve Minutes from 5/27/15 meeting

AP moved to approve the meetings as presented. SC seconded. Passed unanimously.

New Board Seat

Three candidates. Each had a few minutes to speak and answer questions from Board. Excerpts:

Shawna Palmer – lived in area since 1979, grant writing experience, broad perspective from residencies over the years in Ophir, Norwood and Telluride, non-

profit board experience, bachelor's degree in Public Admin, Citizen's Advisory Board participation and would stay involve in this if not chosen.

Steven Steinberg – lived in area since 1993, DJ, business owner (Jo Mama's until 10/14, now a spa service co.), loves KOTO, wants to see signal expansion and more professionalism in the DJ/programming.

Tom McGlade – 2nd homeowner since 2005, moved here recently full-time, new DJ, loves the history of Telluride and believes KOTO is a real part of it, significant corporate and non-profit board experience, stressed importance to meet personally with donors...particularly new donors, develop strategies to cut thru noise of non-profit-heavy Telluride.

AP suggested pulling out if you cannot make all 5 meetings remaining in 2015, run for the seat in Nov/Dec if that makes more sense.

KE asked what each candidate viewed as the role of a Board member:

TM – not a day-to-day ops role, fundraising, strategic plan development

SS – fundraising, greater definition of ED role

SP – participate, fundraise committee involvement

Brandt and KE had ideas for “vote” that were combined – write names on paper assigning 3 points to first choice, 2 points to second choice, 1 point to third choice.

AP distributed to Board and KE tabulated results.

AP made a motion to appoint Tom McGlade to vacant Board seat, MD seconded, passed unanimously.

Robin Payne Introduction

Freelance grant writer and vision/strategy developer from North Carolina.

Daughter lives in Telluride area. Her service is helping organizations create a cohesive vision and a strategic plan for grant writing. She would interview and meet with key players to identify a shared vision, develop a budget and a “to do” list, create a plan with measurables that donors can have confidence in. Robin is in town until 7/6.

TM asked how contract is structured. Robin - \$2,000 flat fee to develop vision with deliverables defined, \$60/hour for implementation work after that, “I will save you money on your grant writing process”.

Update from Amy & Staff reports

Ben K – checked with CPB on staff count and we are not out of compliance.

Corey B – e-store tied in with eTapestry, sell stuff, intern Will James helping with photography and web page development. Jim B raised point that koto.org is based on WordPress and similar e-commerce solutions can be created there with free plug-ins, AP asked Jim B to talk with Corey and he agreed. Corey described a pre-fundraising letter to put people on notice – sounded similar to Brandt's PBS style fundraising communication to members

Cara P – news is on good footing, Caitlin is working well but still has date to leave of 9/1 so something to monitor.

SC Bluegrass report – the Scottish trio, Lau, told SC they heard KOTO and the festival coming from most every store front on Main St, Greensky Bluegrass top streaming number above 1,500, Sam Bush second and Yonder third both above 1,200, average during festival feed above 700 with good numbers during between-set interviews. TM asked what history of \$\$ support from Bluegrass has been – SC said BG wanted to do broadcast themselves but she disabused them of idea, working on maintaining good relationship and feels it's there, got \$10K last year and expect same this year from Thursday beer booth tips and BG benevolence. TM asked “chance to get more”? Jim B weighed in that KOTO is not receiving commiserate value from BG for the service it delivers, TM seconded the point. Jim B does not want to pressure the point or make an ultimatum, but more something to work toward (more \$\$). Link to koto.org is on PlanetBG web site.

Executive Director Discussion

Prior to meeting AP shared 2 documents with Board – ED job description given to Dina C at the time of her hiring, document prepared by AP describing a part-time ED job description with key gaps in responsibility that need filling.

AP asked Board if it made sense to hire a person in a one-time project manager position to run fundraising.

Geoff Hansen – introduced as person willing to take on that job. GH wants job, enthusiastic about it, grew up in radio, part of KOTO's role in starting GreenBucks, for fundraising (fr) ideas: energize DJs, they need to carry more weight, pump up DJ fr rally, get out into community, likes \$50K goal – under-promise over-deliver, if successful and considered for ED job he would not be ED boss but more a captain of the team with focus on raising money, sponsorship opportunities at events, outsource grants. GH pointed out no reserve funds and a need for a capital fund drive. Much of the community not tuning in so need events to drive interest/support/goodwill. Beef up community calendar on the web site. Record spots for fundraising from DJs and locals talking about what KOTO means to them. Brandt relayed a successful experience with interim ED at the library, suggested same for KOTO to give time to patiently plan/decide on future.

Jim B – reminder that finances were not good while he was on Board during event heavy strategy, Telluride Rants on FaceBook is huge so KOTO should have more shows with people ranting and taking ranting calls.

Corey B – suggested combination of some old and new ideas, return to some additional events that are safe bets with high goodwill payoff. Ben K expressed similar sentiment, as did Cara P. Visibility and relevance were points raised. Multiple points of support for GH as August fr 'project manager' from public. TM liked GH's energy, let's give it to him.

TM comment on ED position – needs to be institutionally oriented for bigger checks, someone else can handle on-air fundraising and events.

SC – don't go backwards, be what we are – a radio station. DJs need to be more cohesive, expressed that there are no consequences for DJs who miss their \$350 goal.

MD – incentivize person thru commission/bonus compensation plan - more money they raise the more money they make.

Public and Board wide-ranging talk on fr – strategies, length of drive, etc.

KE – we have no visibility into who the big donors have been in past.

Financials

Tanya P shared the May 31, 2015 reports previously with Board via email.

KE met with Tanya and sat at QuickBooks together and adjusted how some entries are made (e.g. recurring payments for insurance and when expenses are recognized). Balance sheet and cash flow do not need to look as bad as they have with these adjustments to how the expenses are recorded.

MD presented insurance quote received from Clifford Hansen from Insurance of the San Juans, same coverage with some small enhancements for less money, savings estimated to be approximately \$4,200 annually. Clifford H endorsed by TM and MD. MD directed to secure best move at renewal time on July 15.

KE asked about Pretty Lights.

Eco-Action Partners Rebate

MD had limited new info but gist was KOTO building exiting design not ideal for gas-fired furnace upgrade. MD directed to seek savings and/or rebates thru Eco-Action Partners for items like: programmable thermostats, sealing windows and other gaps, weather stripping, advice.

Trustees

AP shared letter for email/mail/present to potential trustees who would make a 1-3 year or longer commitment to KOTO financially, solicited names after meeting from Board members, explained to TM history and goals of Trustee program.

COMMITTEES REPORTS

No real committee reports presented.

Citizen Advisory – MD had conversation with Jerry G after meeting, couple ideas for CAB to focus on, MD to reach out to Shawna Palmer to encourage continued participation, coordinate next 'regular' meeting as required by CPB grant with Ben K

AP adjourned the meeting at 7:55 PM