

San Miguel Educational Fund (SMEF) Board Meeting

FINAL MINUTES

Monday, August 22, 2016, 5:15-7:15 PM

Board Members Present: Amy Peters, President; Mark Dollard (Mark D.), Vice President; Kathleen Erie, Treasurer; Shauna Palmer, Secretary; Jim Berkowitz, Director; & Mark Izard (Mark I.), Director (present for most of the meeting). **Absent:** Tom McGlade, Director.

Call to order

Amy opened the meeting at 5:28 p.m., with 5 of 7 Board members present (a quorum), at the Wilkinson Public Library in Telluride, Colorado. A 6th Board member joined the meeting later.

5:15 – 5:30 Public Input

None.

5:30 – 5:33 Notice: June 20, 2016, minutes approved online as amended; posted on website.

Approve July minutes.

Kathleen: Requested format change for all minutes (bolds for headings only) & two changes to July 18 (p. 2).

MOTION by Amy to approve the July 18, 2016 minutes as amended. SECOND by Kathleen. PASSED 5-0.

5:33 – 6:00 Staff Reports (Tabled until later in the meeting.)

Board Report August 22, 2016 from Ben Kerr, Station General Manager, Program Director, & Acting Executive Director.

Board Report August 21, 2016 from Geoff Hanson, Development Director.

Board Report August 22, 2016 from Cory Beaton, Assistant Station General Manager, Music Director.

Board Report 8/18/16 KOTO News from Cara Pallone.

Other

Amy & Kathleen on the Ride Festival: SMEF has received revenue of \$30,000 from this festival; plus \$800 more is coming by donation from Kathleen (payment for her festival accounting work); and a donated, signed guitar on auction for KOTO's benefit with a \$10,000 starting bid.

6:25 – 6:30 CPB compliance update

Kathleen: Submitted just before the deadline, requiring additional effort this year due to changes in the Corporation of Public Broadcasting's requirements.

Amy: It went in on time thanks mainly to Kathleen, for her dedication & volunteer hours even on the weekend.

6:30 – 6:45 Fundraising Committee: Advisory Patrons

Jim: Reported on the committee's ideas, including a high-value prize (i.e., a ski pass) for DJ winning Silver Tongued Award; & rewarding of fundraising campaign's Guest DJs again this year (being arranged by Geoff).

6:10 – 6:25 Ben Kalman: Financials through July 31, 2016

Ben Kalman, Accountant, presented monthly reports through July (on file), along with Kathleen as Treasurer:

| | |
|---|---|
| Balance Sheet Prev Year Comparison, As of July 31, 2016 | P & L by Event [& Other] Class YTD, January through July 2016 |
| KOTO Budget v Actual Collapsed, January through July 2016 | P & L Total PY Comparison, January through July 2016 |
| KOTO Budget v Actual Expanded, January through July 2016 | |

Kathleen: The income from T-shirt sales at The Ride Festival is being moved under General Operations (though still reflected on its separate schedule for that event). When these adjustments for a more accurate attribution have been made, the Gross Profit figure will be approximately \$30,000, instead of \$19,000 as it currently says.

Mark I. arrived at the meeting at approximately 6:00 p.m.

7:00 – 7:10 Volunteer Development Committee Update

Amy and Jim: Updated the Board on a meeting held by this committee (attended by Bobbie T., Chris, and Claybook), and invited Board discussion on ideas for how to increase DJ participation in station fundraising.

Staff Ben Kerr & Geoff Hanson arrived at the meeting at approximately 6:15 pm.

5:33 – 6:00 Staff Reports (cont.) Board Report August 21, 2016 from Geoff Hanson, Development Director.

Geoff covered key topics in his report (on file), contributing to the meeting's discussion on ideas for incentives for more DJ participation in fundraising.

Amy will circulate a list of the Volunteer Development Committee's ideas as tweaked in this meeting.

Geoff: *KOTO Doing Good* is an idea for additional community outreach & relevance, inspired by a non-profit group in Colorado (*Humanists Doing Good*). To organize good deeds to help locals in need (as identified by non-profits or community members). New program, yet some similarity with the *Greenbucks* program KOTO started in 1995.

6:00 – 6:10 Geoff Hanson: 2017 Doo Dah Update

Geoff recommended that we reserve the dates on which we've done concerts in the past, even if we don't have specific producer/performers lined up yet, but could present more area bands.

MOTION by Shauna that Geoff pursue preserving/extending our Doo Dah dates on the Town of Telluride's Community Assistance, Arts, and Special Events (CAASE) Calendar. SECOND by Kathleen. PASSED 6-0.

6:30 – 6:45 Fundraising Committee: Advisory Patrons

Committee's members Mark I., Amy, and other Board members discussed possible additional fundraising mechanisms, i.e., using Amazon online & perhaps a 1-cent "round-up" campaign. Also discussed the potential for Advisory Patron(s) willing to contribute their financial expertise to our fundraising efforts.

6:45 – 7:00 Digital Marketing Committee: Change Membership fee from \$40 to \$20 a la By-Laws?

Jim: *DJs are being invited to be involved in this.

*Asked Board about lowering KOTO membership fee to \$20.00.

MOTION by Mark I. to change the membership fee to \$20, as a Bylaw amendment. Motion WITHDRAWN, in favor of handling this matter at the September meeting, when Bylaws will be reviewed for any proposed amendments.

5:33 – 6:00 Staff Reports (cont.) Ben Kerr, Station General Manager, Program Director, Acting Ex. Dir.

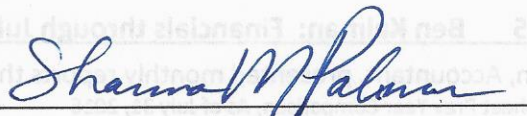
In response to a question from Amy, Ben assured that he's expecting progress soon on the engineering project.

Other

Mark D.: A survey on programming is drafted, but not yet run by Shauna; aiming to be ready by fundraising's end.

7:15 Meeting Adjourns

Amy adjourned the meeting at 7: 40 p.m.



Submitted by Shauna Palmer, Secretary

Approved 9-19-2016, as amended.