

**Nevada City Community Broadcast Group (KVMR)
Board of Directors Meeting
KVMR Community Room
120 Bridge Street
Nevada City, CA 95959
Monday, December 7, 2015 - 6:30 p.m.
Approved Minutes by
Therese Tesene, Board Scribe**

CALL TO ORDER

The Regular Meeting of December 7, 2015 of the Board of Directors of the Nevada City Community Broadcast Group (KVMR) was called to order at 6:35 p.m. in the KVMR Community Room, 120 Bridge Street, Nevada City, CA 95959, by President Diane McIntire.

ROLL CALL

The President called the roll:

PRESENT: Directors Richard Dunk, David Franco (Vice President), John Hensley, Tenali Hrenak, Barbara Jicha (Treasurer), and Diane McIntire (President)

ABSENT: Directors Sharon Connor (Secretary), Elisa Parker, Phil Ritti, and Meri St. Mary

STAFF PRESENT: Julie Chiarelli, General Manager, and Steve Baker, Program Director

REVIEW AND APPROVAL OF AGENDA

Motion by Director Dunk, seconded by Director Hensley, and carried unanimously, 6-0-4-0, with Directors Connor, Parker, Ritti, and St. Mary absent, to move approval of the Slate of Officers to the beginning of the agenda and adding an action item appointing Mary Ross as a Trustee to the Bridge Street Trust.

RATIFY SLATE OF OFFICERS

Motion by Director Dunk, seconded by Director Hensley, and carried unanimously, 6-0-4-0, with Directors Connor, Parker, Ritti, and St. Mary absent, approving the 2015-16 Slate of Officers of the KVMR Board as follows:

Diane McIntire, President
David Franco, Vice President
Barbara Jicha, Treasurer
Sharon Connor, Secretary

APPROVAL OF MINUTES

Motion by Director Hensley, seconded by Director Jicha, and carried unanimously, 6-0-4-0, with Directors Connor, Parker, Ritti, and St. Mary absent, approving the Minutes of the KVMR Board of Directors Regular Meeting of September 28, 2015 as submitted.

ACCEPT COMMITTEE REPORTS

Motion by Director Dunk, seconded by Director Tenali, and carried unanimously, 6-0-4-0, with Directors Connor, Parker, Ritti, and St. Mary absent, accepting the committee reports as submitted.

PUBLIC

Speaking as a broadcaster, Richard Dunk stated the public enjoys hearing from Board members and invited them to sign up to answer phones during the noon to Midnight December 19 KVMR Fundraiser.

PROGRAM COMMITTEE REPORT

Program Director Steve Baker stated that the Program Committee is currently working on broadcaster evaluations in an efficient manner. They are being done within 6 weeks or less of a program airing. A schedule for self evaluations is being developed. Program Director Baker stated that his goal is to do evaluations on Friday afternoons instead of the news. He stated that there is one opening for a community member on the Program Committee. The Committee is developing original programming ideas for a second stream on the website, phone app, and HD radio. The second stream could be used for broadcasters to fine tune their programs, to broadcast entire music festivals or for a high school broadcasting program. The Program Committee is looking forward to reviewing the results of the CAB (Community Action Board) survey to find out what the community wants. The Program Committee is reaching out to non-profits and is broadcasting live and streaming special programs such as the Water Forum and Cannabis Regional Summit. The archive will allow any music show to be reviewed up to 14 days and a talk/interview show up to 60 days after broadcast. Director Dunk suggested that wording be put in the broadcaster recording studio for broadcasters to air.

PRESIDENT'S REPORT

President McIntire reported that the Bridge To A Million capital campaign is doing well. There are two potential anonymous donors who may name two rooms including the community room. The Variety Show that kicked off the Bridge To A Million campaign was successful and a similar event may be held quarterly. The collaboration between KVMR and the Nevada Theatre is working out well. Director Franco talked about a bridge between KVMR and Sierra Memorial Hospital. Director Dunk suggested that KVMR and the Nevada Theatre appear on a joint simulcast with KNCO to broaden the audience regarding the Bridge To A Million campaign. President McIntire stated that the loans are in the process of being restructured. The Board's Fall retreat was amazing and she is happy that the Board is learning how to be a better fundraising Board.

GENERAL MANAGER'S REPORT

General Manager Chiarelli reported that the Bridge To a Million Variety Show raised \$1,000. She stated that anyone who would like to do a promo is welcome to. The Volunteer Appreciation Party is on December 15 at the Miner's Foundry. Capital Public Radio will take a tour of the station on December 18. There will be a Listener Meet-up on January 11 from 6 pm to 10 pm at The Haven featuring hiphop music. General Manager Chiarelli reported that Broadcaster Gary Browning recently passed away. Cd players are a nonissue. We have an opportunity to temporarily put a translator in the South Lake Tahoe area. The Music Director is preparing the end of the year Best of Playlists. Cut and past typed community calendar cards will soon be replaced with touch screen public service announcements that will automatically expire. General Manager Chiarelli reported that there is a tremendous amount of support needed for the operation of a second stream. We need a digital content programmer to work half time 20 hours per week for approximately \$50,000 per year minimum and she is looking at creative ways to pay for it.

BOARD COMMITTEE REPORTS

EXECUTIVE COMMITTEE (EC). President McIntire reported that the EC has not met. Mary Ross is reviewing the General Manager's performance evaluation form that will be presented to the EC then the Board.

FINANCIAL REVIEW COMMITTEE (FRC). Director Jicha reported that the Fiscal Year ended September 30 with a \$14,000 deficit due to the Celtic Festival being in this Fiscal Year. The Celtic Festival made \$63,515. Discussion ensued regarding the reserve policy. Director Jicha suggested that at least half of the extra funds be applied to the loan. No formal action is needed.

STATION DEVELOPMENT COMMITTEE (SDC).

President McIntire stated that the SDC would be monitoring the Strategic Plan. She stated that the Community Action Board (CAB) is doing well and is working on getting the survey out. General Manager Chiarelli suggested that the CAB survey be sent out through Facebook. It will also be sent out to other groups other than listeners to find out why they are not KVMR listeners.

BOARD DEVELOPMENT COMMITTEE (BDC).

President McIntire reported that Director Connor is recovering from knee surgery. The BDC will hopefully meet in January and needs two members.

FUND DEVELOPMENT COMMITTEE (FDC).

President McIntire stated that the FDC needs a chair. The FDC is working hard on the Leave a Legacy program. General Manager Chiarelli stated that Leave a Legacy has been sent to 4,000 people. Director Hensley will contact Rotary International regarding their legacy program.

DISCUSSION ITEMS

Alcohol Use In The Community Room. Discussion ensued regarding the use of alcohol in the Community Room. General Manager Chiarelli will draft a policy for Board approval that provides for no sale of alcohol and that at the discretion of the General Manager, the use of alcohol be served only at KVMR fundraising events where staff is present.

Bridge To A Million Campaign. President McIntire requested that the Board engage as an AAA (Ambassador/ Advocate/Asker) Board. She is looking for Board members to contribute to the campaign or make a commitment to raise money for the campaign. Director Dunk suggested a high dollar raffle that he would like to co-chair with someone. President McIntire went over a list of projects that need board members to sign up to chair. She will send out a doodle calendar for a time available to all for a meeting to get the ball rolling.

Standing Committee Membership. President McIntire went over the list of committees that Board members sit on. She asked Board members to get back to her with the committees that they would like to sit on and/or chair.

Mission and Vision Statement Review. Since there is a discrepancy between the mission and vision statement on the website and what was given to Director Dunk in the new Board member materials, he will draft and send out a suitable alternative mission and vision statement to Board members for review and discussion at a later date.

Appointment of Trustee to Bridge Street Trust. Motion by Director Dunk, seconded by Director Franco, and carried unanimously, 6-0-4-0, with Directors Connor, Parker, Ritti, and St. Mary absent, appointing Mary Ross as a Trustee to the Bridge Street Trust.

ADJOURNMENT

Motion by Director Jicha, seconded by Director Dunk, and carried unanimously, 6-0-4-0, with Directors Connor, Parker, Ritti, and St. Mary absent, to adjourn the meeting. Meeting adjourned at 8:35 p.m.

Next Board Meeting: January 25, 2016, 6:30 p.m.
KVMR Community Room
120 Bridge Street
Nevada City, CA