

**Nevada City Community Broadcast Group (KVMR)
Board of Directors Meeting
KVMR Community Room
120 Bridge Street
Nevada City, CA 95959
Monday, January 25, 2016 - 6:30 p.m.
Approved Minutes by
Therese Tesene, Board Scribe**

CALL TO ORDER

The Regular Meeting of January 25, 2016 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 David Franco (Vice President), John Hensley, Tenali Hrenak, Barbara Jicha (Treasurer), Elisa Parker, Phil Ritti, Meri St. Mary (6:39 p.m. arrival), and Diane McIntire (President)

ABSENT: Directors Sharon Connor (Secretary), and Richard Dunk

STAFF PRESENT: Julie Chiarelli, General Manager, and Cynthia Tweed, Development Director

REVIEW AND APPROVAL OF AGENDA

No changes were made to the agenda.

APPROVAL OF MINUTES

Motion by Director Jicha, seconded by Director Hensley, and carried unanimously, 7-0-3-0, with Directors Connor, Dunk, and St. Mary absent, approving the Minutes of the KVMR Board of Directors Regular Meeting of December 7, 2015 as submitted.

ACCEPT COMMITTEE REPORTS

Motion by Director Ritti, seconded by Director Hensley, and carried unanimously, 7-0-3-0, with Directors Connor, Dunk, and St. Mary absent, accepting the committee reports as submitted.

PRESIDENT'S REPORT

President McIntire reported that the Bridge to a Million capital campaign recently raised over \$287,000. She stressed that although many events are being planned for the future it is imperative that we continue fundraising for both the capital campaign and for operating expenses. She would like the committee meetings be scheduled so that more Board members to attend.

Director Meri St. Mary arrived at 6:39 p.m.

GENERAL MANAGER'S REPORT

General Manager Chiarelli highlighted her report. She stated that KVMR is close to having agreement to screen Michael Moore's movie, "Where to Invade Next" at the Del Oro on February 9. Michael Moore would be available by Skype. She stated that Engineer Dave Barnett is back to working three days per week while recuperating from a knee injury he sustained at the Volunteer Party in December. Julie reported that we have an opportunity to move the Woodland transponder closer to Sacramento and thereby improve our 104.7 signal strength in that market. Dave Barnett will be researching locations and costs and believes that the move can be accomplished for approximately \$3,000. Music Director Sean Dooley Miller will be helping Steve Baker in the Program Department for the next three months. The community calendar and PSA's are computerized and Barbara Graves will be able to produce them from home. Julie reported that we have college and high school interns working in news, music, and graphic design. The next membership drive will start the last week of January and donors will be in a drawing to win an ipad mini. General Manager Chiarelli stated that News Director Paul Emery wants to hold a community forum monthly.

BOARD COMMITTEE REPORTS

EXECUTIVE COMMITTEE (EC). President McIntire reported that the EC met today.

FINANCIAL REVIEW COMMITTEE (FRC). Director Jicha highlighted the FRC minutes of January 20. She reported that the revenues are short of the budget by \$19,000 due primarily to shortfalls in membership and underwriting income. She is concerned about membership and stated that there is no room to cut expenses. Director Jicha stated that the remaining issues before the Banner Mountain revised easement is executed is measuring the amount of radiation emissions and the noise level created by the generator. Dave Barnett will follow up on these items after he recuperates from his knee injury.

STATION DEVELOPMENT COMMITTEE (SDC). The SDC did not meet.

COMMUNITY ADVISORY BOARD (CAB). President McIntire reported that the Community Advisory Board (CAB) is an active group still working on the survey that is on the KVMR website. CAB has received approximately 120 surveys and their goal is to receive 500 back. They need to get the survey out to more groups. Discussion ensued regarding different venues and ways to distribute the survey. The Board would like to know why people are not listening to the station.

BOARD DEVELOPMENT COMMITTEE (BDC). The BDC did not meet. The Board is looking for board members who have experience in raising money and/or fundraising.

FUND DEVELOPMENT COMMITTEE (FDC). The FDC has not met. Director Hensley has agreed to chair the FDC.

DEVELOPMENT DIRECTOR PRESENTATION RE BIG DOG – BIG DAY OF GIVING

Development Director Cynthia Tweed announced that the BIG Day of Giving is a part of a national giving day and will join hundreds of communities across the country through a national campaign called “Give Local America.” KVMR is participating as part of the greater Sacramento Region. From Midnight to 11:59 pm on May 3, this 24-hour online giving challenge brings together the region’s nonprofit community to help raise much needed unrestricted funds and shine a spotlight on the work nonprofits do to make this the place we call home. Cynthia reported that last year KVMR raised \$3,520 from 69 donors without publicity. This year she has a planned marketing plan for the Day and is excited. Cynthia needs help and support from Board members.

DISCUSSION ITEMS

ALCOHOL USE IN THE COMMUNITY ROOM. Motion by Director Ritti, seconded by Director Hrenak, and carried unanimously, 8-0-2-0, with Directors Connor and Dunk absent, to amend the Drug Free Workplace Policy to read as follows:

“Prohibited Behavior

It is a violation of our drug-free workplace policy to use, possess, sell, trade, and/or offer for sale alcohol, illegal drugs or intoxicants, except as described in the following paragraph.

Alcohol may be served in KVMR’s Community Room, in reasonable quantities, in conjunction with KVMR fundraising events. A fundraising event is an event that is designed to directly cultivate and/or recognize KVMR’s donors. Other Community Room events and activities such as meetings, house concerts, and membership drives are not included in this exception and shall remain alcohol free. All fundraising events at which alcohol will be served will be approved in advance by the General Manager. At least one on-duty KVMR staff member shall be present at all events at which alcohol is served.”

FUNDRAISING. President McIntire passed out a fundraising interest sheet for Board members to sign up for. It was determined that Board members preferred to receive e-mail and text messages in lieu of phone calls and/or snail mail. Board members were urged to contact Volunteer Coordinator Edy Cassell to sign up for phone answering shifts for the upcoming membership drive.

Bridge to a Million Campaign. President McIntire asked Board members to hand out the Bridge to a Million brochures.

SMPTE Meeting Proposal. Director Ritti stated that he will contact the Society of Motion Picture and Television Engineers (SMPTE) regarding interest in a collaboration with the radio station.

Mission and Vision Statement Review. To be discussed at a later date.

CLOSED SESSION

Motion by Director St. Mary, seconded by Director Hensley, and carried unanimously, 8-0-2-0, with Directors Connor and Dunk absent, to recess the meeting into Closed Session to discuss the General Manager's performance evaluation.

Meeting recessed into Closed Session at 8:28 pm.

Meeting reconvened at 9:04 p.m.

No action was taken in Closed Session.

ADJOURNMENT

Motion by Director Ritti, seconded by Director Hrenak, and carried unanimously, 8-0-2-0, with Directors Connor and Dunk absent, to adjourn the meeting. Meeting adjourned at 9:04 p.m.

Next Board Meeting: March 28, 2016, 6:30 p.m.
KVMR Community Room
120 Bridge Street
Nevada City, CA