

**Nevada City Community Broadcast Group  
Board of Directors Meeting  
BriarPatch Community Room  
290 Sierra College Drive  
Grass Valley, CA 95945  
Monday, January 27, 2014 - 6:30 p.m.  
Approved Minutes by  
Therese Tesene, Board Scribe**

**CALL TO ORDER**

The Regular Meeting of January 27, 2014 of the Board of Directors of the Nevada City Community Broadcast Group (KVMR) was called to order at 6:37 p.m. in the BriarPatch Community Room, 290 Sierra College Drive, Grass Valley, Nevada County, California, by President Mary Ross.

**ROLL CALL**

The President called the roll:

**PRESENT:** Directors Jim Bunnell, John Hensley, Larry Hillberg, Barbara Jicha (Treasurer), Tim Ogburn (Secretary), Susan Prince (Vice President) arrived at 6:39 p.m., Paul Ritti, Meri St. Mary, Justin Sternberg, and Mary Ross (President).

**ABSENT:** Director Larry Ortiz.

**STAFF PRESENT:** David Levin, General Manager, and Julia Boorinakis-Harper, Web Content Manager.

**REVIEW AND APPROVAL OF AGENDA**

The agenda was approved as submitted.

**APPROVAL OF MINUTES**

Motion by Director Ritti, seconded by Director Ogburn, and carried unanimously, 9-0-2, with Directors Ortiz and Prince absent, approving the Minutes of November 25, 2013 as submitted.

**ACCEPT COMMITTEE REPORTS**

Motion by Director Jicha, seconded by Director Hillberg, and carried unanimously, 9-0-2-0, with Directors Ortiz and Prince absent, accepting the committee reports as submitted.

## **WEBSITE UPDATE**

Web Content Manager Julia Boorinakis-Harper gave an update regarding the website. She stated that there are still some fixes needed in order for it to work on mobile devices. The current goal is to have it ready in time for the upcoming membership drive.

Director Prince arrived at 6:39 p.m.

Julia is working with General Manager Levin on documenting the ongoing need for maintenance of the website and roles and responsibilities of a webmaster. A Web Advisory Group has been formed and is involved in the process. Broadcasters need training on how to blog and generate content. Julia is researching hosting needs and is currently collecting content from staff and broadcasters. A new membership form on the website will be used for the upcoming membership drive. Julia will talk to the Membership Coordinator regarding how to get names and cities of online donors in real time so that they can be thanked on air. Julia will look into adding a landing page on the website during membership drives to make it easy for people to donate online. Julia is also working with the Development Director on a landing page for the capital campaign. In order for the site to be able to receive donations for the capital campaign, Julia stated that there will be additional work to create a "site within a site." President Ross stressed the importance of having this site available for the capital campaign. Director Bunnell suggested that we continue to use committees to handle these types of issues.

## **PRESIDENT'S REPORT**

President Ross announced that due to personal reasons, Sue Lunsford has resigned from the Board but will continue outreach at the Auburn Farmers Market. President Ross thanked Director Sternberg for following up on thank you calls for donors who gave \$120 or more and renewed lapsed members from the previous membership drive.

She stated that she has set up a Google calendar and Google drive folder to which all so Board members with a Google address have been provided access. This will provide a convenient way to share documents and maintain a master calendar of committee meetings and other events of interest to board members.

President Ross reported that the foundation for the new building has been poured and the next step will be steel going up. Asbestos has been removed from the back wall of the theatre in preparation for making the connection to the new building. There is still considerable fundraising to be done. A benefit concert will be held on May 9 at the Miners' Foundry featuring Wake the Dead with proceeds to benefit the new building. She invited Board members to volunteer to staff a table at the event with information regarding the new building and capital campaign.

She asked Board members to contact the Volunteer Coordinator to sign up to answer phones and/or volunteer at the table that will be at Briar Patch during the membership drive scheduled for February 3 through February 9.

Following up a suggestion discussed at a prior meeting, President Ross is proceeding to schedule a program where she will be interviewed by broadcaster Kelly Moreno

regarding board activities. The hope is that this will be an ongoing program, with other board members participating.

## **GENERAL MANAGER'S REPORT**

General Manager Levin reported that the membership drive and website are the station's current highest priorities. He reported that \$2,700 was raised from the John McCutcheon concert. Director Bunnell suggested that we recognize Dennis Brunnenmeyer for training broadcasters on how to use the equipment in Studio B.

## **BOARD COMMITTEE REPORTS**

**STATION DEVELOPMENT COMMITTEE (SDC).** President Ross reported that Phil Ritti has agreed to chair the SDC. The strategic plan will be sent to the broadcasters. She will send the Directors a request through Doodle to schedule this year's retreat.

**FINANCIAL REVIEW COMMITTEE (FRC).** Director Jicha reviewed the minutes of the FRC meeting of January 23, 2014. She stated that a review of the December 2013 financial statement indicates that the most significant budget variance is in membership, which is \$13,000 below budget. Underwriting revenue is \$11,000 under budget. Presently, net income from operations is \$54,000, which is \$8,000 below budget. Underwriting Coordinator Richard Gorman submitted an underwriting report for the month of December reporting cash sales of \$36,000 and trades of \$14,000. Director Hillberg stated his concerns regarding management of the membership drive, observing that he doesn't see anything being done differently so he doesn't see things changing. Director Levin responded that he doesn't want to do anything risky at this time and sees a positive attitude going into the membership drive.

**BOARD DEVELOPMENT COMMITTEE (BDC).** Director Ogburn reviewed the minutes of the BDC meeting of January 23, 2014. He stated that the BDC has developed aggressive goals for the year with all bylaws and policies up for review. The BDC recommends that all policies, procedures, and bylaws be placed in Google docs as working docs. The BDC recommends that current and future final revised versions of bylaws, policies, and procedures be linked to the KVMR website. The BDC also recommends that all important documents of the station be posted on the website. Director Ogburn reported that he is developing a Board Election master calendar showing a timeline of actions. The BDC recommends that the 2014 election process begin immediately and not wait until September. The BDC suggests that Board committees be filled with community people who could then be considered for Board candidacy. The BDC will develop a policy and procedure to institutionalize New Board Member Orientation and Integration. The BDC will develop and facilitate an individual Board member self-evaluation survey as well as a survey inquiring how the Board is functioning.

**NOMINATIONS FOR OFFICE OF SECRETARY.** Director Ogburn stated that with the resignation of Sue Lunsford the Office of Secretary is vacant. He opened nominations for the Office of Secretary. Director Bunnell nominated Tim Ogburn and Director Ross

seconded the nomination. Hearing no more nominations, by a vote of acclamation, Tim Ogburn was elected to the Office of Secretary.

**FUND DEVELOPMENT COMMITTEE (FDC).** Director Prince passed out examples of cost effective brochures from the Placer County Land Trust and Tucson Museum of Art. The FDC suggested a monthly email newsletter featuring four or five stories that would add value to the KVMR listening experience. Director Hensley wants to revisit printing a Listener's Guide from advertising funds. Director Hillberg thinks that it is an investment.

**BRIDGE STREET TRUST SEED FUNDING.** Motion by Director Hillberg, seconded by Director Jicha, and carried unanimously, 10-0-1-0, with Director Ortiz absent, approving a contribution of \$1,000 to the Bridge Street Trust that will be matched by the Nevada Theatre Commission to be used to cover the cost of Directors & Officers Liability Insurance and the filing fee for the Trust's IRS tax exemption.

### **CLOSED SESSION**

Motion by Director Hensley, seconded by Director Ritti, and carried unanimously, 10-0-1-0, with Director Ortiz absent, to recess into Closed Session to discuss the Capital Campaign.

Meeting recessed into Closed Session at 8:43 p.m.

The meeting reconvened at 9:12 p.m.

No action was taken in Closed Session.

### **ADJOURNMENT**

Motion by Director Hensley seconded by Director St. Mary, and carried unanimously, 10-0-1-0, with Director Ortiz absent, to adjourn the meeting.

Meeting adjourned at 9:13 p.m.

**Next Board Meeting:** February 24, 2014  
Briar Patch Community Room  
6:30 pm