

**Nevada City Community Broadcast Group (KVMR)  
Board of Directors Meeting  
KVMR Community Room  
120 Bridge Street  
Nevada City, CA 95959  
Monday, March 28, 2016 - 6:30 p.m.  
Approved Minutes by  
Therese Tesene, Board Scribe**

**CALL TO ORDER**

The Regular Meeting of March 28, 2016 of the Board of Directors of the Nevada City Community Broadcast Group (KVMR) was called to order at 6:39 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 Sharon Connor (Secretary), Richard Dunk, David Franco (Vice President), John Hensley, Barbara Jicha (Treasurer), Elisa Parker (arrived at 6:44 p.m.), Phil Ritti, and Diane McIntire (President)

**ABSENT:** Directors Tenali Hrenak and Meri St. Mary

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

**GUESTS:** Robert Trent, Community Advisory Board (CAB) Chairperson

**REVIEW AND APPROVAL OF AGENDA**

Motion by Director Dunk, seconded by Director Ritti, and carried unanimously, 7-0-3-0, with Directors Hrenak, Parker, and St. Mary absent, to approve the agenda as submitted.

**APPROVAL OF MINUTES**

Motion by Director Hensley, seconded by Director Dunk, and carried unanimously, 7-0-3-0, with Directors Hrenak, Parker, and St. Mary absent, approving the Minutes of the KVMR Board of Directors Regular Meeting of January 25, 2016, with the following amendment to a sentence under Discussion Items, FUNDRAISING: "It was determined that Board members preferred to receive email and text messages in lieu of phone calls and/or snail mail."

## **ACCEPT COMMITTEE REPORTS**

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

Director Elisa Parker arrived at 6:44 p.m.

## **COMMUNITY ADVISORY BOARD (CAB) REPORT**

Robert Trent, CAB chairperson, provided an update regarding preliminary results of the recent survey received from the community. He stated that 175 people responded and provided statistics. After discussion, Mr. Trent stated that it is CAB's conclusion that: 1) the station should create a system for the public to request air time and then make that information known; 2) focus second stream on live event archives and featured programming focusing on reporting, education, and cultural issues; 3) try to get non-listeners to listen; and 4) get young listeners by creating a connection with them. The public is invited to the next CAB meeting on April 14.

## **PRESIDENT'S REPORT**

President McIntire reported that we have received \$332,592 donations for the Bridge To A Million campaign but still have a long way to go. The community room will be named "Miss Rumphius' Room, Make the World More Beautiful, Community Matters." In an effort to get another large donation to name the Nevada Theatre backstage, she has met with the Nevada Theatre Commission to appeal to the theatre and historical preservation supporters to participate in the Bridge To A Million campaign.

In order for KVMR to expand its reach and visibility in the community, President McIntire suggested, and the Board concurred, to create a Bridge-to-Bridge thermometer depicting donations received and funds still needed.

Responding to President McIntire's suggestion, the Board decided to have its own blog on social media and to call it, "Board's Eye View." Each Board member signed up to blog during the following months: Elisa Parker – April; Diane McIntire – May; David Franco – June; John Hensley – July; Sharon Connor – August; Phil Ritti – September; Richard Dunk – October. Development Director Cynthia Tweed will also put the blog out on social media. It was suggested that bloggers also tie in the Bridge To A Million Campaign.

## **GENERAL MANAGER'S REPORT**

General Manager Chiarelli highlighted her report. She stated that on March 8, KVMR and The Union hosted Welcome Home Vets at the Nevada Theatre in a public forum on healing our veterans – PTSD and other issues after returning from combat. Julie stated that she has also met with the Western Sierra Medical Clinic who would like to hold a public forum as well as a 30-minute show. The next membership drive is April 18 with

the slogan, "Make It Rain." KVMR presents Amy Goodman on April 30 at the Center For The Arts. She stated that we have doubled the perennials the last couple of years, however, maintenance of the credit and debit cards is hard to keep up. Consequently, Julie is looking at a software module system costing about \$2,000 to maintain the credit and debit cards and alleviate this problem.

## **BOARD COMMITTEE REPORTS**

**EXECUTIVE COMMITTEE (EC).** President McIntire reported that the EC did not meet.

**FINANCIAL REVIEW COMMITTEE (FRC).** Director Jicha highlighted the FRC minutes of March 24. She stated that revenues are short of the budget by \$18,000 due primarily to a shortfall in membership. Expenses, excluding \$44,000 in non-cash depreciation were under budget by \$23,000 due primarily to the use of contract accountants who do not receive benefits, the unfilled news reporter position and the timing of some expenses including the timing of some grant expenditures. The public is invited to the next FRC meeting at 9:00 a.m. on April 21.

**STATION DEVELOPMENT COMMITTEE (SDC).** President McIntire reported that the SDC is looking at the strategic plan as well as the Mission and Vision Statements.

**BOARD DEVELOPMENT COMMITTEE (BDC).** President McIntire reminded Board members to continue to look for potential Board members.

**FUND DEVELOPMENT COMMITTEE (FDC).** Director Hensley highlighted the FDC minutes of February 11. President McIntire stated that the call night went well even though Board members did it from home. She invited Board members to contact Charlotte Peterson regarding doing an air spot for the Bridge To A Million fundraising campaign. Discussion ensued regarding successful Casino Night fundraisers that were held in the 1980's.

## **UPDATE FROM DEVELOPMENT DIRECTOR RE BIG DOG – BIG DAY OF GIVING**

Development Director Cynthia Tweed gave an update regarding the BIG Day of Giving from Midnight to 11:59 a.m. on May 3. After discussion, the Board determined that it was feasible for each Board member to raise \$500 from friends and family with a goal of reaching \$5,000 from the Board. Cynthia will send out information and invited Board members to contact her with any ideas.

## **DISCUSSION ITEMS**

**FUNDRAISING. Bridge To A Million Campaign.** It was decided earlier in the meeting to make a Bridge to Bridge fundraising thermometer to possibly put in the KVMR lobby, theatre lobby, website, and other outreach venues. Director Dunk suggested that we contact the Sacramento Bee to have an updated article written about the Bridge To A Million campaign. President McIntire distributed brochures for Board members to distribute.

High Dollar Raffle. Director Dunk stated that we need to create a team to work on a high dollar raffle. Director Hensley agreed to be on the team and will contact the Truckee Rotary Club regarding their Cadillac Ball.

Membership Drive. Board members should contact Volunteer Directors Edy Cassell or Sue Lunsford to sign up to answer phones for the April 18-24 Make It Rain membership drive.

Possible Spring Retreat. Discussion ensued regarding having a Summer retreat in lieu of a Spring retreat.

Community Outreach. Director Connor agreed to help Director Ritti establish a calendar that will identify non-profit events for Board members to attend with the goal to build relationships.

Database email verification. President McIntire would like Board members to contact people on the membership database regarding going green by being paperless.

Mission and Vision Statements Review. The Station Development Committee is currently reviewing the Mission and Vision Statements and will bring any changes to the Board.

## **ADJOURNMENT**

Motion by Director Dunk, seconded by Director Connor, and carried unanimously, 8-0-2-0, with Directors Hrenak and St. Mary absent, to adjourn the meeting. Meeting adjourned at 8:39 p.m.

**Next Board Meeting:** May 23, 2016, 6:30 p.m.  
KVMR Community Room  
120 Bridge Street  
Nevada City, CA