

**Nevada City Community Broadcast Group (KVMR)
Board of Directors Meeting
Nevada County Superintendent of Schools
Houser Room
112 Nevada City Highway
Nevada City, CA 95959
Monday, May 19, 2014 - 6:30 p.m.
Approved Minutes by
Therese Tesene, Board Scribe**

CALL TO ORDER

The Regular Meeting of May 19, 2014 of the Board of Directors of the Nevada City Community Broadcast Group (KVMR) was called to order at 6:38 p.m. in the Nevada County Superintendent of Schools, Houser Room, 112 Nevada City Highway, Nevada City, Nevada County, California, 95959, by President Mary Ross.

ROLL CALL

The President called the roll:

PRESENT: Directors John Hensley, Larry Hillberg, Barbara Jicha (Treasurer), Susan Prince (Vice President), Paul Ritti, Meri St. Mary (left at 7:30 p.m.), Justin Sternberg, and Mary Ross (President).

ABSENT: Director Tim Ogburn (Secretary)

STAFF PRESENT: David Levin, General Manager

PUBLIC: Sheldon "Sandy" Smith, KVMR Broadcaster

REVIEW AND APPROVAL OF AGENDA

The agenda was approved as submitted.

APPROVAL OF MINUTES

Motion by Director Hensley, seconded by Director Ritti, and carried unanimously, 8-0-1-0, with Director Ogburn absent, approving the Minutes of the KVMR Board of Directors Meeting of March 24, 2014 as submitted.

Motion by Director Hillberg, seconded by Director Hensley, and carried unanimously, 8-0-1-0, with Director Ogburn absent, approving the Minutes of the KVMR Board of Directors Meeting of April 26, 2014.

ACCEPT COMMITTEE REPORTS

Motion by Director Hensley, seconded by Director Ritti, and carried unanimously, 8-0-1-0, with Director Ogburn absent, accepting the committee reports as submitted.

PUBLIC

Sheldon “Sandy” Smith, KVMR Broadcaster, addressed the Board, and expressed his disappointment that the station did not respond to his recent suggestion that an on-air interview be scheduled to promote a local community event. Mr. Levin agreed to look into the matter.

PRESIDENT’S REPORT

President Ross reported that Jim Bunnell resigned from the Board due to personal reasons. She urged Board members to recommend candidates to fill the three current vacancies on the Board, noting that one way to recruit people is to invite them to first serve on a committee.

President Ross recapped the Board Retreat stating that the time spent with staff was very valuable. A commitment was made at the retreat to include staff in Board meetings when appropriate. She thought that it was good to take a positive healthy look at the budget and noted that focusing on systems and measurable objectives are important. Regarding the Board member survey, she stated that Board members want to see actionable plans with measurable objectives and have a strong desire for more broadcaster input and connecting with them.

Sandy Smith, KVMR Broadcaster, suggested that Board members spend time with some of the experienced broadcasters to learn what they do. He feels that it would earn a lot of good will by doing so as well as show that the Board members are interested in what broadcasters have to do.

GENERAL MANAGER’S REPORT

General Manager Levin reported that the Wake the Dead fundraiser for the Capital Campaign was successful and raised approximately \$6,000. He suggested more prerecorded spots every hour reminding the community that KVMR is a community station. He also would like to see more testimonials during the year.

General Manager Levin reported that the station raised \$65,000 during the recent membership drive. He wants to clearly inform the public of the difference between the capital campaign and the operating budget.

General Manager Levin stated that he would meet with the Financial Review Committee this week regarding the budget. He would like to do a series of mini surveys, especially to the general public in order to determine who is listening and how to better attract those who are not listening. Director Sternberg suggested that a survey be taken by Board members as they call back donors thanking them after a membership drive.

Director St. Mary left the meeting at 7:30 pm.

BOARD COMMITTEE REPORTS

STATION DEVELOPMENT COMMITTEE (SDC). Director Ritti reviewed the minutes of the SDC meeting of May 15, 2014. There was discussion regarding how the Strategic Plan will be integrated with the budget. President Ross suggested that as staff and committees develop their plans for implementing the Strategic Plan initiatives, the timelines and resource needs for those plans will need to be reflected in the budget. Budget constraints will necessarily limit how much can be done. The Strategic Plan should be the blueprint for setting budget priorities.

Motion by Director Ritti, seconded by Director Hillberg, and carried unanimously, 7-0-2-0, with Directors Ogburn and St. Mary absent, approving the Strategic Plan as a statement of intent providing guidelines and principles for KVMR with the understanding that it will come back within 60 days with refinements as discussed at the Board Retreat.

FINANCIAL REVIEW COMMITTEE (FRC). Discussion ensued regarding using reserves to balance this year's budget. It was the general consensus of the Board, as it was at the Board Retreat, that a draw of \$12,000 in reserves is acceptable, and General Manager Levin was directed to report at the next meeting on his recommendation for how that can be achieved.

BOARD DEVELOPMENT COMMITTEE (BDC). President Ross stated that she updated the Board member application with a cover sheet providing some general information that may be of interest to prospective Directors. She reminded Board members to identify and recommend qualified candidates. General Manager Levin suggested that spots be run monthly recruiting Board members. Responding to Director Sternberg regarding advising new members of the community about KVMR, General Manager Levin stated that he would like to provide a flyer to the Welcome Wagon.

FUND DEVELOPMENT COMMITTEE (FDC). Director Prince stated that she is looking for more members to be on the FDC. She will talk to Amanda Rodgers, Events Coordinator, regarding enhancing the email newsletter. Discussion ensued regarding the Big Day of Giving. General Manager Levin suggested that the FDC check out NCTV who has shown an interest of getting involved with KVMR.

APPOINTMENT TO BRIDGE STREET TRUST. Director Ross requested that the Board consider appointing Terry Brown to fill the remaining vacancy on the Board of Trustees of the Bridge Street Trust. Motion by Director Hensley, seconded by Director Prince, and carried unanimously, 7-0-2-0, with Directors Ogburn and St. Mary absent, appointing Terry Brown as a Trustee to the Bridge Street Trust.

CLOSED SESSION

Motion by Director Hensley, seconded by Director Ritti, and carried unanimously, 7-0-2-0, with Directors Ogburn and St. Mary absent, to recess into Closed Session to discuss the KVMR Capital Campaign.

Meeting recessed into Closed Session at 8:45 p.m.

The meeting reconvened at 9:12 p.m.

No action was taken in Closed Session.

ADJOURNMENT

Motion by Director Jicha seconded by Director Ritti, and carried unanimously, 7-0-2-0, with Directors Ogburn and St. Mary absent, to adjourn the meeting.

Meeting adjourned at 9:13 p.m.

Next Board Meeting: June 23, 2014, 6:30 p.m.
BriarPatch Community Room
290 Sierra College Drive
Grass Valley, CA 95945