

**Nevada City Community Broadcast Group
Board of Directors Meeting
BriarPatch Community Room
290 Sierra College Drive
Grass Valley, CA 95945
Monday, March 24, 2014 - 6:30 p.m.
Approved Minutes by
Therese Tesene, Board Scribe**

CALL TO ORDER

The Regular Meeting of March 24, 2014 of the Board of Directors of the Nevada City Community Broadcast Group (KVMR) was called to order at 6:33 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, Larry Hillberg, Barbara Jicha (Treasurer), Tim Ogburn (Secretary), Susan Prince (Vice President), Paul Ritti (arrived at 6:35 p.m.), Meri St. Mary, Justin Sternberg, and Mary Ross (President)

ABSENT: Directors John Hensley and Larry Ortiz

STAFF PRESENT: David Levin, General Manager

REVIEW AND APPROVAL OF AGENDA

The agenda was approved as submitted.

APPROVAL OF MINUTES

Motion by Director Bunnell, seconded by Director Ogburn, and carried unanimously, 8-0-3-0, with Directors Hensley, Ortiz and Ritti absent, approving the Minutes of the KVMR Board of Directors Meeting of February 24, 2014 as submitted.

ACCEPT COMMITTEE REPORTS

Motion by Director Jicha, seconded by Director Prince, and carried unanimously, 8-0-3-0, with Directors Hensley, Ortiz and Ritti absent, accepting the committee reports as submitted.

PUBLIC

Eric Tomb, KVMR broadcaster and past board member, was in attendance.

Director Ritti arrived at 6:35 p.m.

PRESIDENT'S REPORT

President Ross reported that Director Hensley has made great progress in revitalizing the Community Advisory Board (CAB). The CAB, with new members, has begun meeting and will be scheduling a community forum.

President Ross reported that a benefit concert for the capital campaign will be held on May 9 at the Miners' Foundry. She has asked Director Ortiz to organize a "Bridge Street Lounge" area in the Stone Hall that will be staffed by KVMR and Nevada Theatre Board members to discuss the capital campaign with attendees. She asked all Board members to attend.

Director Sternberg reported that KVMR email addresses have been created for all Board members. He has set up a folder for each committee to use in Google Docs. Director Sternberg may be contacted if assistance is needed.

GENERAL MANAGER'S REPORT

General Manager Levin reported that the website is still a work in progress. He is waiting for proposals to be submitted regarding converting the site from Drupal to Word Press.

Discussion ensued regarding how to survey non-listeners. Director Bunnell suggested that a table be set up at every event in the area.

A volunteer who works for Microsoft is working on a KVMR mobile app. Director Sternberg noted that there is technology available that could make things easier for broadcasters. This should be explored as part of the station's overall technology plan.

BOARD COMMITTEE REPORTS

STATION DEVELOPMENT COMMITTEE (SDC). Director Ritti reviewed the minutes of the SDC meeting of March 20, 2014. He stated that he would circulate the latest draft of the Strategic Plan to the Board for review before final adoption. Discussion ensued regarding the continued shortfall of revenue in relation to the current budget.

Director Hillberg left the meeting at 7:30 p.m.

The Board Retreat is scheduled for April 25 and 26. Director Ogburn stated that he would not be in attendance.

FINANCIAL REVIEW COMMITTEE (FRC). Director Jicha reviewed the minutes of the FRC meeting of March 20, 2014. She reported that the most significant budget variance is in membership, which \$48,000 below budget primarily due to the weak performance of the February membership drive that came in \$37,000 under budget.

Underwriting had cash sales of \$25,000 but is \$14,000 below budget. Business Manager Chiarelli projects that we are going to have a \$41,000 deficit from operations this fiscal year.

Discussion ensued regarding how to connect with listeners and non-listeners.

The Board asked the General Manager to develop two budget scenarios for the balance of the fiscal year, one that would close the budget gap and one that he would recommend that would not have such a drastic impact on operations but would demonstrate an effort toward minimizing the budget gap.

BOARD DEVELOPMENT COMMITTEE (BDC). Director Ogburn reviewed the BDC minutes of March 11, 2014. He stated that the BDC is looking at the Financial Reserves Policy, the Budget Development Policy, and the Board Member Recruitment Policy. A Key Staff Succession Planning Policy and Board Member Self-evaluation Policy will be completed by the Board retreat.

FUND DEVELOPMENT COMMITTEE (FDC). Director Prince stated that the FDC did not meet in March. FDC members are working on assignments to reinvigorate the station's planned giving campaign, look into possible charitable annuities, and begin a regular email newsletter to promote station activities, personalities and events.

CLOSED SESSION

Motion by Director Jicha, seconded by Director Ogburn, and carried unanimously, 8-0-3-0, with Directors Hensley, Hillberg, and Ortiz absent, to recess into Closed Session to discuss the Capital Campaign.

Meeting recessed into Closed Session at 8:24 p.m.

The meeting reconvened at 8:48 p.m.

No action was taken in Closed Session.

ADJOURNMENT

Motion by Director Jicha seconded by Director Ritti, and carried unanimously, 8-0-3-0, with Directors Hensley, Hillberg and Ortiz absent, to adjourn the meeting.

Meeting adjourned at 8:49 p.m.

Next Board Meeting: May 19, 2014
Nevada County Superintendent of Schools
112 Nevada City Highway
Nevada City