

**Nevada City Community Broadcast Group (KVMR)
Board of Directors Meeting
KVMR Community Room
120 Bridge Street
Nevada City, CA 95959
Monday, August 29, 2016 - 6:30 p.m.
Approved Minutes by
Therese Tesene, Board Scribe**

CALL TO ORDER

The Regular Meeting of August 29, 2016 of the Board of Directors of the Nevada City Community Broadcast Group (KVMR) was called to order at 6:33 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 (6:45 p.m. arrival), Phil Ritti, and Diane McIntire (President).

ABSENT: Directors Tenali Hrenak and Meri St. Mary.

STAFF PRESENT: Julie Chiarelli, General Manager.

REVIEW AND APPROVAL OF AGENDA

Motion by Director Dunk, seconded by Director Franko, and carried unanimously, 7-0-3-0, with Directors Hrenak, Parker, and St. Mary absent, approving the agenda.

APPROVAL OF MINUTES

Motion by Director Dunk, seconded by Director Hensley, 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 June 27, 2016 with the following amendment: Add the following sentence to the General Manager's report," Both Steve Ross and Richard Dunk are potential resources to partner with staff to implement Salesforce."

ACCEPT COMMITTEE REPORTS

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

MISSION MOMENT

Director Ritti stated that he is impressed with all of the festivals that KVMR has broadcast.

PRESIDENT'S REPORT

President McIntire stated that she gets new energy from attending outreach events and urged Board members to participate at different community events. President McIntire urged board members to attend the September 12 general meeting with broadcasters.

Director Parker arrived at 6:45 p.m.

Discussion ensued regarding scheduling the evening of November 4 and the day of November 5 for the Board's retreat this Fall. [November 4th to be a casual gathering of Board members, retiring Board members and KVMR staff members.](#)

September 10 is the music and book sale. The next membership drive is from October 24 to 30. Board members may contact the volunteer coordinator to sign up to answer phones.

[President McIntire circulated committee membership form to Board members to confirm or revise their committee membership.](#)

GENERAL MANAGER'S REPORT

General Manager Chiarelli stated that the proposed KVMR2 alternate stream project is the most exciting thing currently happening at the station. Two brainstorming sessions have been held with the broadcasters. The most popular suggestions are to target a younger audience with global/world music and to do something new and different than is currently being done at KVMR. Discussion ensued regarding associated costs, the potential need for an additional program committee, the use of syndicated shows, and the need for additional overall strategy sessions.

General Manager Chiarelli stated that various members of the community have approached her with concerns that KVMR is not providing balanced programming for subjects such as Indigenous Peoples Day, chemical trails, vaccines, GMO's, and the like. Since the station is an organization that supports free speech, General Manager Chiarelli suggested that Board members encourage others with differing opinions to join in conversations to provide different perspectives. The canned disclaimer will be modified to reiterate that we are a free speech station and invite other opinions. Board members will be invited to read it over the air [and to record statements about free speech and their passion for KVMR to be broadcast on air.](#)

BOARD COMMITTEE REPORTS

EXECUTIVE COMMITTEE (EC). The EC has not met.

FINANCIAL REVIEW COMMITTEE (FRC). Director Jicha presented and answered questions regarding the Draft 2016-2017 Budget.

Motion by Director Jicha, seconded by Director Franco, and carried 7-1-2-0, with Director Ritti voting "No," and Directors Hrenak and St. Mary absent, approving the 2016-2017 Budget as presented.

STATION DEVELOPMENT COMMITTEE (SDC).

Review Core Values and Strategic Objectives Statements. Motion by Director Ritti, seconded by Director Connor, and carried unanimously, 8-0-2-0, with Directors Hrenak and St. Mary absent, approving the following KVMR Core Values and Strategic Objectives statements:

KVMR Core Values

In all activities, including the development, content, and production of programs, as well as business conduct, both internally and with the community at large, KVMR is committed fully, in no particular order, to the core values below:

1. Quality, both broadcast and program.
2. Community engagement – volunteer-based and listener-supported.
3. Creativity.
4. Diversity and inclusivity.
5. Fiscal responsibility.
6. Transparency.
7. Honesty.
8. Integrity.
9. Having fun.

KVMR Strategic Objectives

1. Develop and maintain high levels of broadcast quality and reliability on multiple platforms.
2. Develop and maintain high levels of program quality.
3. Increase community participation in program development.
4. Increase the size, diversity, and skills of the volunteer broadcaster community.
5. Evaluate and respond to the changing broadcast environment - in particular, changing technology, alternative content delivery platforms, evolving listener demographics, and the changing role of broadcasting in our society.
6. Define “community.”
7. Define “program quality.”
8. Ensure adequate funding for ongoing business operations.
9. Reduce/retire the debt incurred for KVMR’s studio and offices building.
10. Recruit, support, and retain qualified and committed Board members, staff, and broadcasters and other volunteers.
11. Develop and sustain productive relationships among the community, Board members, staff, broadcasters and other volunteers, business partners, and listener-members.
12. Develop, execute, and evaluate specific operational and fiscal plans consistent with the successful achievement of stated Strategic Objectives and Strategic Issues.
13. Plan for the future.
14. Lead the way in community media.

Fall Retreat Date and Location. November 4 and 5. Location to be determined.

What Does Board Want to Know from CAB. Not discussed.

BOARD DEVELOPMENT COMMITTEE (BDC).

Ideas for Recruiting New Board Members for Current and Future Fall Vacancies. Director Connor stated that she is reaching out to major donors to fill the Board.

FUND DEVELOPMENT COMMITTEE (FDC). President McIntire stated that she is the new FDC chair. She stated that a major goal of the FDC is to get the major donor program organized and that Development Director Tweed is managing the spreadsheet of approximately 50 major donors.

DISCUSSION ITEMS

FUNDRAISING. Bridge to a Million Campaign Status/Goal to Name the Theatre Backstage Behind the Curtain Event. President McIntire reported that the October 12 Behind the Curtain event would be by private invite with the fundraising goal of naming the theatre backstage.

Animal House—Revisit-TIN from Rust to Roost Event. President McIntire distributed a Call to Artists and Makers for the Animal House—Revisit-TIN from Rust to Roost event to be held on March 26 at Miners Foundry. KVMR is inviting artists to participate in its “Animal House—Revisit-TIN” celebration--a fundraiser, party auction and competition involving the creation of shelters for creatures utilizing recycled tin from the old Bridge Street building where KVMR now stands. Artists will keep 30% of the auction sales price of their piece. 53% will be donated to KVMR and 17% will be donated to Nevada County Arts. [President McIntire circulated Activities list for Board members to sign up for volunteer positions for the Animal House project.](#)

COMMUNITY OUTREACH. Events Calendar. It was the consensus of the Board not to produce a community outreach events calendar at this time.

[President McIntire circulated a list for Board members to sign up for the monthly Board's Eye View blog on the KVMR website.](#)

ADJOURNMENT

Motion by Director Connor, seconded by Director Dunk, and carried unanimously, 8-0-2-0, with Directors Hrenak and St. Mary absent, to adjourn the meeting. Meeting adjourned at 8:44 p.m.

Next Board Meeting: September 26, 2016, 6:30 p.m.
KVMR Community Room
120 Bridge Street
Nevada City, CA