

**Nevada City Community Broadcast Group (KVMR)
Board of Directors Meeting
KVMR Community Room
120 Bridge Street
Nevada City, CA 95959
Monday, June 27, 2016 - 6:30 p.m.
Approved Minutes by
Therese Tesene, Board Scribe**

CALL TO ORDER

The Regular Meeting of June 27, 2016 of the Board of Directors of the Nevada City Community Broadcast Group (KVMR) was called to order at 6:36 p.m. in the KVMR Third Floor Conference 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), Meri St. Mary (6:56 p.m. arrival), Phil Ritti, and Diane McIntire (President)

ABSENT: Directors Tenali Hrenak and Elisa Parker

STAFF PRESENT: Julie Chiarelli, General Manager

GUESTS: Harriet Diamond, prospective Board Member

REVIEW AND APPROVAL OF AGENDA

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

APPROVAL OF MINUTES

Motion by Director Connor, seconded by Director Franco, 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 6, 2016.

ACCEPT COMMITTEE REPORTS

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

GUESTS

Prospective Board member Harriet Diamond introduced herself to the Board.

PRESIDENT'S REPORT

President McIntire reported that the Bridge To A Million campaign banner is being displayed in the Nevada Theatre foyer. The Bridge graphic depicting ongoing funds as they are raised will be installed this week in the Community Room. A "Behind the Curtain" fundraiser event to name the backstage is being planned for August or September.

GENERAL MANAGER'S REPORT

General Manager Chiarelli gave an update regarding the 40th Annual NFCB (National Federation of Community Broadcasters) Conference in Denver, Colorado she recently attended with the Program Director and Music Director.

Director Meri St. Mary arrived at 6:56 p.m.

General Manager Chiarelli stated that due to the fact that we are a non-profit organization, Salesforce software would give ten free licenses to the station. The software will need to be customized but could take the place of the membership and volunteer software systems and allow for integration of underwriter, member, volunteer, and major donor databases. The system is provided by a national organization and is cloud-based and infinitely customizable. Both Steve Ross and Richard Dunk are potential resources to partner with staff to implement Salesforce.

General Manager Chiarelli stated that we need to determine whom our community is and then what content to provide to engage the community. Discussion ensued regarding how we need to better utilize storytelling platforms such as social media, podcasts, video, Facebook, YouTube, Twitter, Instagram, etc. There is a tremendous potential using a multi-media approach. It was suggested that we engage the younger generation who are more experienced using social media.

General Manager Chiarelli stated that the Program Committee would be providing the framework for KVMR 2, a proposed parallel online stream that would create opportunities for new and old broadcasters.

General Manager Chiarelli stated that we have received a \$15,000 offer to sell the translator in Corning.

BOARD COMMITTEE REPORTS

EXECUTIVE COMMITTEE (EC). No report.

FINANCIAL REVIEW COMMITTEE (FRC). Director Franco stated that we are doing okay but could do better. We need to know why people are leaving and get them back. He stated that content drives engagement that drives revenue. He stated that it is okay to talk and ask about money.

STATION DEVELOPMENT COMMITTEE (SDC).

Review Mission/Vision Statements. Discussion ensued regarding the proposed Mission and Vision Statements. The Fall Retreat will center around the Mission and Vision Statements and Strategic Plan objectives.

Motion by Director Dunk, seconded by Director Franco, and carried unanimously, 8-0-2-0, with Directors Hrenak and Parker absent, approving the following:

1. KVMR Vision Statement, "KVMR gives voice to the community and celebrates the music of the world;" and
2. KVMR Mission Statement, "KVMR provides community members opportunities to connect through the development and production of music, news, and public affairs programs that entertain, inform, and educate."

Tracy/Angels Camp Translators. General Manager Chiarelli stated that the Tracy and Angels Camp translator permits expire in November. It was the consensus of the Board to support the selling of both permits.

BOARD DEVELOPMENT COMMITTEE (BDC).

Ideas for Recruiting New Board Members for Current and Future Fall Vacancies. Director Connor made a second request of Board members to provide a list of skills that they think that new Board members could have to make the Board stronger.

FUND DEVELOPMENT (FDC). Director Hensley stated that the next meeting would be at 10:30 a.m. on July 14.

DISCUSSION ITEMS

Fundraising. President McIntire stated that a Build a Pet House fundraiser using tin sheets from the old Nevada Theatre building is being developed possibly for March 2017.

Bridge To A Million Campaign Status/Goal to Name the Theatre Backstage. See President's Report.

Behind The Curtain Event. See President's Report.

Community Outreach

Events Calendar Update. Directors Connor and Ritti are working on the Events Calendar on Google drive.

Nevada City Summer Nights. President McIntire reminded Board members to sign up for Nevada City Summer Nights.

Responding to Director Ritti regarding the Board taking a more active role talking about program content, General Manager Chiarelli stated that the Board sets the strategy and the Program Committee fulfills that strategy.

ADJOURNMENT

Motion by Director St. Mary, seconded by Director Ritti, and carried unanimously, 7-0-3-0, with Directors Hrenak and Parker absent, to adjourn the meeting. Meeting adjourned at 8:43 p.m.

Next Board Meeting: August 29, 2016, 6:30 p.m.
KVMR Community Room
120 Bridge Street
Nevada City, CA