

**Nevada City Community Broadcast Group (KVMR)  
Board of Directors Meeting  
KVMR Community Room  
120 Bridge Street  
Nevada City, CA 95959  
Monday, May 22, 2017 - 6:30 p.m.  
Approved Minutes by  
Therese Tesene, Board Scribe**

**CALL TO ORDER**

The Regular Meeting of May 22, 2017 of the Board of Directors of the Nevada City Community Broadcast Group (KVMR) was called to order at 6:30 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 Heather Burke, Sharon Connor (Secretary), Harriet Diamond, Richard Dunk, David Franco (Treasurer), John Hensley, Phil Northcutt, Elisa Parker, Phil Ritti, Adela Wilcox, and Diane McIntire (President).

**ABSENT:** None.

**STAFF PRESENT:** Julie Chiarelli, General Manager.

**GUESTS:** Richard Sharkey, prospective Board member, past Board member, and former Development Director.

**REVIEW AND APPROVAL OF AGENDA**

Motion by Director Hensley, seconded by Director Diamond, and carried unanimously, 11-0-0-0, approving the agenda as submitted.

**APPROVAL OF MINUTES**

Motion by Director Dunk, seconded by Director Diamond, and carried unanimously, 11-0-0-0, approving the Minutes of the KVMR Board of Directors Regular Meeting of March 27, 2017 as submitted.

**ACCEPT COMMITTEE REPORTS**

Motion by Director Dunk, seconded by Director Diamond, and carried unanimously 11-0-0-0, accepting the committee reports as submitted.

**PUBLIC**

Richard Sharkey, a prospective Board member, introduced himself to the Board. Mr. Sharkey is a 20-year KVMR volunteer, a Board member from 2001 to 2005, and former Development Director.

**PRESIDENT'S REPORT**

President McIntire thanked everyone who helped with the membership drive, outreach, community work, etc. and reflected on all of the enthusiastic important work that is being

done at the station. A facilities and maintenance agreement is being worked out between KVMR and the Nevada Theatre Commission. It will be brought to the Board for approval at the appropriate time. Discussion ensued regarding insurance issues. President McIntire reported that the Big Day of Giving (Big Dog) was very successful and raised approximately \$20,000 for the station. President McIntire reminded Board members that talking points listed on a fact sheet that can be found in the foyer when acting as ambassadors in the community.

## **GENERAL MANAGER'S REPORT**

General Manager Chiarelli stated that KVMRx, KVMR's new emerging, organic, millennial-audience focused online stream, has 15 certified broadcasters. KVMRx does not have 24/7 broadcasters so the Music Director plays music as a fill in. Discussion ensued regarding training others to fix the KVMRx stream if it goes down without a person in the booth. General Manager Chiarelli stated that approximately 50 people listen online to KVMRx daily. Discussion ensued regarding hiring a digital content person in the future for both KVMR and KVMRx.

General Manager Chiarelli reported that last year the station raised \$10,000 from the Big Day of Giving and \$20,000 was raised this year. The recent Summer of Love membership drive raised \$73,000, the highest amount since 2012. General Manager Chiarelli stated that it was successful partially due Development Associate Cynthia Tweed's work of getting commitments and matching donations beforehand from major donors. It also worked well ending the drive on a Saturday.

General Manager Chiarelli reported that Briar Patch is the lead sponsor of the Celtic Festival donating \$12,500 for the event.

## **BOARD COMMITTEE REPORTS**

EXECUTIVE COMMITTEE (EC). President McIntire stated that the EC has revised the evaluation form for the general manager.

FINANCIAL REVIEW COMMITTEE (FRC). Director Franco advised Board members to continue to read the monthly financial statement. He stated that the station is doing exceptionally well. Director Franco suggested that Board members get involved in the fund raising effort by asking friends and businesses to donate to the station.

STATION DEVELOPMENT COMMITTEE (SDC). Director Dunk stated that the SDC is going to focus on the mission statement, core values, and future issues that will affect strategic plan.

Motion by Director Dunk, seconded by Director Diamond, and carried unanimously, 11-0-0, directing the General Manager to make sure that the website and all pertinent documents have the most up to date version of the mission statement, core values, and strategic plan approved by the Board including the approval date.

BOARD DEVELOPMENT COMMITTEE (BDC). Director Connor stated that the next BDC meeting is on Wednesday.

FUND DEVELOPMENT COMMITTEE (FDC). Summer of Love Event. Director Wilcox reported that the Summer of Love event, a capital campaign fundraiser, would be held on July 8 at Pioneer Park from 5 to 8 pm. Four bands are scheduled to perform. Tickets will cost \$10 with kids and veterans half price. There will be a raffle, vendors, a massage therapist, henna painting, as well as an outreach tent for the capital campaign and station.

Johnny Gallagher and Hap Hazard will be the masters of ceremony. Board members are needed to assist with the raffle.

Capital Campaign Update. President McIntire stated that a movie night at Del Oro is being planned and people are needed to help. She stated that \$231,000 is still due on the note and if we keep chipping away at it hopefully we can be under \$200,000 by the end of the year.

## **DISCUSSION ITEMS**

General Manager Chiarelli reminded Board members to give her names of contacts of possible major donors so that she can get someone to talk to them at the appropriate time. She also suggested that Board members attend and support other non-profit organization events.

Director Northcutt suggested that a good community event could be a non-profit high-end awards ceremony.

## **ADJOURNMENT**

Motion by Director Ritti, seconded by Director Dunk, and carried unanimously, 11-0-0-0, to adjourn the meeting. Meeting adjourned at 7:57 p.m.

**Next Board Meeting:** June 26, 2017, 6:30 p.m.  
KVMR Community Room  
120 Bridge Street  
Nevada City, CA