

KPOV Board of Directors Minutes

October 26, 2017 **Date**

5:40pm **Time**

Board Present: Rick Miller (Chair), Ingrid Lustig, John Adamson, Michael Funke, Judy Petullo, Linda Heuser, Eric Lehto

Staff: Jill Mahler

A. Consent Agenda

Next meetings: November 16, December 21, January 18

Sept Minutes: Corrections made and noted. Approved. Rick moved – Michael F. Seconded

B. Kudos

- Creig and Rhoda Jones, for coordinating pledge drive food donations
- Anne Brickner and Carol Schoenborn, for pledge drive data entry
- Bruce Conrad, for working a six hour on air shift during the pledge drive
- Susan Eshleman, for superstar help with phones and letters
- Paul Arebalo for installation of new computers around the station
- Brian Rees, Steve Frandsen, Diane Hodiak and Lynn Haynes for phone banking
- Jack Elliott, Megan Cummings, Joe 1 Drum, Bill Powers, Jesse Coulson and Gideon King for helping with setup and tear down at remote festivals.

C. Treasurer's Report – Ingrid Lustig, Treasurer

- **See attached report**

Underwriting was low for the month. Next couple of months should be strong. Donations are up 53% over last year. Grants are down – Partly because MRG gave us \$14K this year as opposed to \$23K last year. Bruce, Jill and Ingrid will discuss grant strategies for next year.

May not get MRG

Total income down for this year.

D. Pledge Drive:

Amount of average donation was higher. Membership was raised \$10 to \$35 and we received a lot of new members.

E. Marketing: Linda H & Eric L

OSU KPOV-partnership

Amy Watson's students at OSU will develop advertising plans for us, as a class project in her advertising class in the winter term. Ends just before spring break. At the end of the term the students will present the plans.

Jill thinks maybe we can get a grant to cover implementing the plan they come up with.

Next step is to meet with those that want to be included. Michael and Rick both want to be involved.

Rick – Maggie Jackson, who is on the board of Cascade School of Music has reached out to us. Doing school events – Friendraiser. Joe Craven is involved with at risk youth. They have a new development director, Trish. Kate also wants to work with Latino community. Do a mutual event together?

F. Transmitter/Antenna: Jill

The transmitter company, Bext, was not willing to help with the transmitter repair. When we bought it – it was a demo unit and had been repaired. Jill recommends that we buy the 2500 watt transmitter like the one that Michael Brown brought over. Approx. \$14,000. There would be some other additional costs. We can't get to 10,000 watts within our application period. Jill is working on setting up a meeting with the Forest Service. They've had some staff turnover and the process has been delayed. Jill will run this by Michael Brown to see if he has any feedback that would be useful in the meeting with the Forest Service. Jill will ask Michael Brown for an estimate of total cost.

Motion made by John A. to immediately shift our pursuit from a 10,000 watt ERP to a lower wattage transmitter, substantially like the one Michael Brown tested with in August -2017 with the potential to pursue a 10,000 watt ERP In the future. Seconded by Ingrid L. Approved by all.

G. Listener's Survey Update:

*See attached report.

Jill thinks the sample was too small and we just don't have the capacity for doing this type of a survey in a big way. Rick thinks it's a good sample and gave us some good information.

Linda H. will send the finished updated survey results to all the DJ's so they can see the information generated by the survey and read the comments received.

COMMITTEE REPORTS

H. Operations – Jill Mahler

Jill ordered parts to fix the CD player and an extra part for the future.

Jack put a new mic and boom in the sound booth. It's on the network and can be used like any of the other systems. A new computer was also installed in the front office.

Jill put a piece of electrical tape over the switch on the toaster oven that was left on recently. Need to make sure it's not left on.

I. Major Donor Committee – Ingrid Lustig, Chair

No report

Community Advisory Board – need to figure out what their role is.

J. Events – Rick Miller, Chair

Bend Film – DJ's interviewed some film directors – Eric said it went very well and we should start planning earlier next year. Eric will send a thank you to Bend Film.

High Desert Home Companion – Saturday, November 18 at 7pm. Rick said that they met at the community center to check things out and it went well.

Three sponsors so far. Deadline – Tuesday, November 7.

Will Durst will be here May 19, 2018 – Universal Unitarian Church. The cost for the venue is \$80/hour. Alcohol free event. (If we have alcohol we have to offer food).

K. Programming – Judy Petullo, Chair:

*see attached

L. Station Manager report – Jill Mahler:

Sheila Jordon resigned from the board. She said that she would like to be on a committee.

Business cards – didn't get done. Board can still send their info to Bruce. Can put name of show too. We need to include in our board packet that we're looking for diversity – some type of welcome letter.

Ingrid and Jill went to the board fair and several people showed interest. Jill also connected with several non-profits and let them know we can interview on the air.

M. Good of the Order:

Adjourned at __7:45pm - Michael moved, John seconded. _____

Respectfully submitted by Judy Petullo, Secretary