



— Minutes —

Radio Boise Board of Directors Meeting

Thursday, May 22th - 6:00 - 7:30 PM

The meeting was held in the Board Room of The Alaska Center, Boise, Idaho

Board Members (8) - Mark Shirrod (Chair), Shauna Smith (Vice Chair), Meaghan Lopez-Weston (Treasurer), Hilary Rayhill (Secretary), Daniel Glynn, David Stuesse, Sarah Faires, Nichole Marie Albertson-Winkle (Executive Director, Non-voting).

Board Members in attendance (7) - Shirrod, Rayhill, Smith, Stuesse, Faires, Lopez, Albertson-Winkle (virtual)

Guests Wayne Birt, Lisa Schultz, Dave Grabarczyk

Call to Order 6:04 PM - Shirrod

Call to review and approve minutes from April Motion to Approve (Lopez), Second (Smith), Passed 6-0

Financials-Lopez

Financials from April will be presented in June per Lopez

Executive Director's Report - Albertson-Winkle

HiFi event at Coiled ready

AC is on roof ready for heat

Transmitter being sent out

Debating Radiothon Wrap party due to loss of revenue

Will have another supply drive for farm workers

Development Report-Schultz

Highlands Hollow to have three days of sharing proceeds with RadioBoise during summer

Car Show in June

Black Community Alliance Impact Day (new to us)

Boise Hawks event

Applying for Boise Co-op and Arts & History grants

New underwriters x2

Working on Comprehensive Fundraising Plan with Nichole

Programming-Birt

Saturday night needs a fill, will start rotation

Jack on Wednesdays 2-3pm, new programmer

Joe Black coming to a day shift

Looking to create a local specific music show Tuesdays 2-3pm

Need to recruit for Mondays 9-12pm

Daytime shows difficult to fill

Public Affairs—recording Mario's show

Marketing Director Report—Bostrom not present nor had handed off report to ED

SWOT Analysis-Smith

Roadmap of where we want RB in next 5 years

Board retreat to map when and how. Moving to the same goalpost

Consensus process—something everyone can live with

Non profit—strategic plan is fundraising tool—honing strategies, what our

impact is content for donor emails, grant writing, website

Cohesive messaging

Where do we want to be in 5 years?

Vision statement—what do we believe—pulling out values

Mission statement—how we do it. We are the voice of Boise and beyond.

People powered radio that inspires, informs and builds community

Fiscally endowed

Broader audience

outside Boise

younger audience

public affairs audience

State of the Art equipment

Community involvement not just music

New location—accessible and visibility

Constant and consistent presence

Brand recognition

Community advocates know we are their voice

Staff and Board will pick 4 or 5 ideas floated under “opportunities” for programming, funding, and marketing, that are significant enough and achievable in each of those categories and share them on the staff/board channel by the end of the month.

Shauna will put together a survey to send to a sampling of programmers, other volunteers, and donors. I’ll get emails for her, as well as ask programmers for 20 volunteers to participate.

Discussion/New Business–

Executive Director’s report that is due as part of her annual goals will be presented to Internal Affairs committee

There being no further business and no public comment, Shirrod adjourned the meeting at 7:30 PM.

