



— Minutes —

Radio Boise Board of Directors Meeting

Thursday, July 27, 2023 - 6:00 - 7:30 PM

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

Board Members (6) - Meaghan Lopez-Weston (Chair), Daniel Glynn (Vice Chair), Karen Callaway (Treasurer), Mark Shirrod (Secretary), Jim Musser, Nichole Marie Albertson-Winkle (General Manager, Non-voting)

Board Members in attendance (5) - Lopez-Weston, Glynn, Shirrod, Musser, Albertson-Winkle

Visitors - Jared Bostrom, Jason Beek, Sarah Curtis, Rebecca Shirrod, Dave G, Rachel Abrahamson, Chris Tansey, Wayne Birt

Call to Order 6:04 PM - Lopez-Weston

Call to review and approve minutes from June 29, 2023 - Lopez-Weston

Moved to Approve by Glynn, seconded (Musser), Passed 4-0

General Manager's Report - Albertson-Winkle

Nichole reported on grants she has been working on - Idaho Commission on The Arts, Boise City Arts and History, Wittenberg Foundation and Idaho Community Foundation. She filed reports with Idaho Commission on The Arts, and we have been awarded a Boise City grant for broadcasting we will do for Campfire Stories.

She described the work she is doing for the Programmers Appreciation Party at Realms. Contrary to rumors, this will not cost the station anything (costs are being covered by special donations from some HiFi members), and the potential to build an ongoing relationship with the venue is strong.

Brian and she ordered the parts from Nautel for the antenna.

She has recruited a new volunteer to do some writing for us on the website and for social media. His name is Mark L. Welcome Mark...and thank you!

Nichole and Jessica Evett are working with the SBA to get Nichole added as the contact on our loan.

Most outstanding invoices have paid and we are pretty much current in all payables.

The station will begin involvement with First Thursdays again as of August. She will host, but is looking for volunteers to join her.

Wayne is working with Duck Club about starting RadioBoise Tuesdays once a month at HapHap.

3 new programmers will begin on air this month - Nick, AJ and Joellen. Welcome! A new rotation in Collective Ideation with Tess as a sole host.

With Holly moving on, Sunday Soul Party will be rebranded as Soul Sunday with rotating hosts until a permanent host is identified.

Finally, Nichole asked for help with reaching out to lapsed donors - (Thanks Dave G!)

Staff Update - Jared Bostrom, Underwriting

Jared reported on his first full month working full time as the Underwriting Supervisor. Pointing out that while he has been re-signing many business that had let their contracts expire, he has found little to no resistance to the new package/pricing approach to selling underwriting spots. He has also been able to collect on numerous past due accounts. New underwriters this month include Idaho Humanities Council, Idaho Conservation League, Gaston's Bakery, Mad Swede Brewery, and Treefort Music Hall. He also informed the board that he will soon begin spending more time in the west end of the valley in an attempt to bring in new underwriters. Comments from various board members were generally very supportive. Meaghan offered her thanks to Jared for his efforts.

Financial Report - Lopez-Weston

Meaghan updated the board about the ongoing audit and reconciliation that Guardian (the station's CPA firm) is conducting with our financial documents. Going back back many months, and in some cases years, it appears that many transactions have been entered incorrectly...causing discrepancies. Though she is confident that no discrepancies are the result of any malicious intent, she has asked for a thorough audit. Consequently, she advised the board that regular monthly review and approval of both P&L Reports and Balance Sheet documents will not be available for another 60-90

days. At that time, the board will have the opportunity to scrutinize and potentially approve all reports with the greatest confidence in their accuracy. The board agreed to patiently wait for the process to be completed. Until such time, future financial reports to the board will concentrate on cash-flow analysis, and hearing status reports on the audit process.

Interior Affairs Committee Report - Musser

Jim explained to the board that after working with Nichole, Meaghan and Karen, he projects that without new infusions of cash, the station will run out of money by mid September. This is well before our next Radiothon scheduled for mid October. The projected shortfall is approximately \$15,000.00. That figure takes in projected increases in underwriting revenue during August and September. Without pointing out specific issues in accounting, he suggested that the main cause lies with the relatively weak results from our Spring Radiothon.

Dan pointed out that for many years the board and staff have grown to rely on our Radiothons to produce over 2/3 of our revenue. Fortunately, we have had reserves to draw upon when shortages occurred. With the dwindling of those reserve accounts, the station faces a new reality.

Meaghan suggested one solution might be to move the October Radiothon to September. She admitted this was not a move to take lightly, but income must be found. At this point she opened the floor to everyone present for discussion.

Wayne Birt expressed that although he understood that financial needs are real, and that the need to move Radiothon up might be necessary, he offered some cautionary thoughts. Moving Radiothon to September will place it in conflict with both Flipside Fest and the scheduled fundraising drive at KBSU. He reminded the room that the spring Radiothon began soon after Treefort Fest and ran at least partially opposite KBSU's drive. It was his opinion that those two factors most likely had contributed heavily to the lower results we experienced in our own fundraising effort.

Jason Beek mentioned that many programmers have scheduled time for the Radiothon in October, and might not be able to produce the same show plans if it is moved at this short notice. He himself would not be in Boise for the two weeks in September.

Dan told the board that moving Radiothon would take care of the immediate cash need and admitted that it might have to be done for that reason. However, it would just be "kicking the can down the road" and we would have to face the same shortfall later in the year...a time when fundraising might be more difficult.

Wayne introduced an idea he has been thinking about recently to have a day of celebration to commemorate National Radio Day on August 20th. He proposed that a one day "Mini Fund Drive" might bring in some needed funds. He also mentioned a possibility of holding a "Pre-Radiothon Night" event that might raise a little income.

Overall, Wayne said that all Community Radio Stations have experienced cash shortfalls during their time on the air. And that the successful stations now employ a more marketing approach in everything they do.

While the discussion was going on, Sarah Curtis wrote down a list of potential fundraising ideas, and offered them as examples of creating new events aimed toward making money.

After more discussion, the board and staff agreed try to put together a schedule of fundraising events that would take place in September. Already scheduled events (Soul Food Fest, Goat Head Fest, Pride Fest) should include serious fundraising elements this year. It was also agreed that the National Radio Day Celebration should be a fundraising event and that all effort should be taken to make it a major success. It was further agreed that fundraising results from events completed before the next meeting (August 24) as well as projections from any new September fundraising events, will be considered before deciding whether to move Radiothon.

A Slack channel will be established to facilitate communication between board and staff members. Staff will also schedule a larger than usual Programmers Meeting soon to encourage programmers to prepare for an energized fundraising effort this fall. Board members will be present to support staff with that message.

New Business

1. Meaghan acknowledged the receipt of letters from staff members expressing concern about transparency from the board when making decisions. Also, each letter stated the writer's displeasure with the canceling of the Social Media Supervisors contract. Much of what was previously discussed about finances was reiterated...but Meaghan did state that the issue could have been handled better.

It was further pledged by all present (board and staff) to work harder on communicating with each other.

Mark assured the staff that concerns within each letter will be addressed Individually with each writer in the near future.

2. Jim suggested that the station reach out to the Idaho Capital Sun digital news service to see if there was any possible shared interest that we could work together on.

Public Comment

Jason Beek also expressed his disappointment with the decision to terminate the Social Media contract. He did agree that after hearing the previous discussion on finances, his appreciation for the reasoning was more clear. However he felt the timing and lack of transparency was beneath the community standards that we as a station should adhere to.

Dan explained why all personnel matters are discussed in Executive Session, and never posted in the minutes in order to protect the privacy of the individual in question at any given time.

The board excepted Jason's criticism in the positive spirit in which it was intended, and thanked him for his comments and long service to the station.

With no other public comment, Meaghan adjourned the meeting at 8:24 PM.