



— Minutes —

Radio Boise Board of Directors Meeting

Thursday, August 24, 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 Albertson-Winkle (General Manager, Non-voting)

Board Members in attendance (6) - Lopez-Weston, Glynn, Callaway, Shirrod, Musser, Albertson-Winkle.

Visitors - Wayne Birt, Jared Bostrom

Call to Order 6:05 PM - Lopez-Weston

Call to review and approve minutes from July 27, 2023 - Shirrod

Moved to Approve by Lopez-Weston, seconded (Glynn), Passed 5-0

General Manager's Report - Albertson-Winkle

Nichole is working with BSU to find an intern to assist with grant writing.

She has also attended her first Tech Team meeting, and will continue to attend those meetings.

EMO team meetings will begin in earnest, with Rachel Abrahamson leading the initial resurrection effort.

\$1200 worth of Pride merch has been ordered.

She has been in contact with Allied Business Solutions to make some changes with our Printer/Scanner/Copier machine. We will save \$25 monthly under the new arrangement. She will reevaluate everything at the end of our lease.

She is using money from the Radio Repair Fund to repair the Battery Back-up units.

She and Meaghan have made a comprehensive inventory of all merch.

She and Jim have met to discuss setting up a 5 year plan. More on this below.

She attended an online class put on by the National Endowment of The Arts to learn more about available grants.

After checking to make sure that they all function properly, Casey will begin selling excess electronic equipment on eBay for us.

She reported on upcoming outreach and fundraising events. Wayne is in talks with Duck-Club about the possibility of a monthly Radio Boise Tuesday event.

A Radio Play called Jane Eyre will begin on Stray Theater in September and run for 20 weeks. Collective Ideation will also return in September. Elementary Watson, hosted by JoEllen Watson, has begun. It is a local call-in show dedicated to helping people live their best lives using a coaching format. Welcome JoEllen!!

Finally, she mentioned some frustration in getting enough volunteers to man the outreach event we have.

Financial Report - Albertson-Winkle, Musser, Lopez-Weston

Nichole reported that with \$13,086 raised from the National Radio Day fundraiser, \$2485.64 in merch and raffle sales, and anticipated revenue from scheduled monthly donations over the next 2 months, we will have enough money to last through the next Radiothon in October. She is also anticipating over \$7800 in grant money to come in soon. And as a result of an email appeal by Meaghan to HiFi members, The Herhley Claybaugh Love Fund has pledged a \$5000.00 gift. Dave G continues to make calls to other HiFi members who are or will lapse this year.

Jim has taken a look at our regular monthly expenses, and concurs with Nichole that the immediate cash shortage has been averted as long as we don't have a large unexpected expense arise.

Meaghan updated the Board on the status of the financial audit being performed by Guardian. She explained that although some errors have been discovered in monthly reports from previous years; by attaching an addendum to our most current report that outlines the accounting corrections made, we will not need to re-approve those statements. However, we will need to individually approve all 2023 monthly reports that have been postponed throughout this process. She anticipates that the final audit results and all unapproved monthly reports will be ready by the September board meeting.

Internal Affairs - Birt, Musser

Wayne Birt gave a thorough recount of the planning and execution for the National Radio Day fundraiser. Staff, programmers and other volunteers put in more than 3 weeks into building the event. This included Sunday programmer training, listener testimonials, the raffle, and creating a social media plan. He believes the length of time that was available was a major unheralded reason for the event's success. He further proposed that the combination of celebrating a bigger event in a fun way, and letting our listeners know we were in a tight financial spot PRIOR to the event was another key reason for success. He noted that on the day of the event pitching for money was handled in a lighter fashion than in the run-up. Entertainment, a focus on the impact of community radio, and some clever nostalgia seemed to be a winning combination.

Wayne strongly suggested that moving forward, everyone needs to be prepared for more fund drives and other fundraising events. That these events if well planned with a longer lead time to prepare listeners, will produce better results. Involving listeners and more volunteers in the event seems to be much appreciated and successful. Involvement by the board and other volunteers will be key.

Learning from this experience, the staff has begun to "re-think" the formula for Radiothon. Some early thoughts include End-of-Day live gigs, Fund drives within a Fund-drive (matching funds, listener "challenges"), and thanking listeners who have donated in the past with a special day before, during or after the Thon.

After Wayne's presentation, the Board thanked the entire staff and programmers for their hard work in averting a financial set back. After a brief discussion, it was decided to keep the Fall Radiothon scheduled to begin October 11th.

Jim informed the Board that he has begun preliminary discussions with Nichole Marie concerning the creation of a 5 Year Strategic Plan. Nichole Marie has christened this plan "Transmission 2029". Jim asks each staff and board member to present a SWOT (Strengths, Weaknesses, Opportunities, Threats) matrix of their own on the board/staff slack channel to begin the process. The Internal Affairs committee will review and present an initial plan of action to the board. The plan will include proposals as to participation, purpose, goals, etc.

Staff Report - Underwriting, Bostrom

Jared informed the board of new underwriters signed in the previous month. They include Rolling Records, Kate Dillon (clothing), City Peanut, and Lemon Tree. Our Valley Regional Transit agreement has been renewed. Ballet Idaho is back as an In-kind underwriter, and our logo will now appear in the BCT program.

New business and Public Comment

Both Mark and Jim spoke about their concerns regarding listener volunteers. It is uniformly understood that the staff will need a corps of strong volunteers to achieve success in growing the fundraising potential.

There being no other business, Meaghan adjourned the meeting at 7:55