



— Minutes —

Radio Boise Board of Directors Meeting

Thursday, October 24th - 6:00 - 7:30 PM

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

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

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

Board Members Absent (1) - Glynn

Visitors Wayne Birt, Daniel (Kid Yoshida), David Stuesse, Doug McRoberts, Rex Parker, Dave Grabarczyk, Rich Rayhill, Rob Mushino

Call to Order 6:07 PM - Shirrod

Call to review and approve minutes from September Motion to Approve (Lopez), seconded (Shirrod), Passed 4-0

Financials

Five hundred dollar payment to IRS for next 72 months to cover 2021 taxes

Create a restricted bank account for grant money

Expenses: new phone quote to reduce costs

Motion to Approve: Shirrod, Second: Rayhill Passed 4-0

General Manager's Report - Albertson-Winkle and Wayne Birt

60k raised of 75k goal

NFCB-many radio stations didn't make fundraising goals money and number of donors

Donor fatigued, volunteer apathy—700 donors this time, closer to 1000 in Spring
Listenership vs donors—-percentage of donors (Wayne says 5-7%) donate. Are we
overestimating listenership?

Cash Flow from Jim: start November in 58k range with increase 1K/mth cash in
operating cash until late Feb/early March—4-5 weeks short on cash until
April Radiothon
Will Need 15K to get to Radiothon

Organizational Decisions:

Hard to function on plan that lasts only 6 months
Finding 15k by mid march
No emergency fund
Need transmission parts to extend signal d/t buildings
Will need new cooling system for transmitter—overheating
Other stations—donations contribute 48-60% of finances

Discussion:

Increase amount raised at fundraisers
Fulfill requirements for CPB/NFCB grant
 need specific team to determine what we need to do
 4-5 requirements
 longer term goal
Sponsorship: for specific events
Charity Event? Help from Robbie's sister -something offered
 business donations
 plan in advance—-months for donations
 Start in July/August before budgets for large corp.
Development Director—for events
 Separate Committee—volunteers to do this
Permitting and City Council for money from buildings being built
Corporate Matching—how to incorporate
Advertising—yard signs
Grow relationships with cultural entities and approach corporations
Billboards—15 boards-30 days—find donors

CCDC money

Boise Weekly-top 10 songs change to top radio show

App—look for programmers who want to do something fresh/volunteer

In kind asks/underwriting for services

Robbie proposes bringing in 2k by next meeting

Rex says expand board with fundraisers like Robbie

Planned giving board leader

Capital campaign leader

Community Advisory Board Meeting Notes

Evaluate future direction—do we want to preserve our culture or do we want to grow and potentially alienate current culture

CAB is commentary not directional

Station always changing d/t people involved

Culture involves multifaceted areas—sponsorship, outreach, projects

There being no further business and no public comment, Mark adjourned the meeting at 7:56 PM.

Addendum:

11/7/24 7pm

Online board meeting attended by Shirrod, Rayhill, Lopez, Musser and Glynn.

Discussion of hiring Development Director per Nicole Marie Albertson's description.

Concern over description of duties and breadth of discription

Motion to approve: Lopez, second Musser