



— Minutes —

Radio Boise Board of Directors Meeting

Thursday, July 24th - 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 (8) - Shirrod, Rayhill, Smith, Stuesse (virtual), Faires, Lopez, Glynn, Albertson-Winkle

Guests Wayne Birt, Lisa Schultz, Rob Lockward, Shevawn Bell (virtual)

Call to Order 6:13 PM - Shirrod

Call to review and approve minutes from April Motion to Approve (Rayhill), Second (Smith), approved 7-0

NFCB Conference Report (National Federation of Community Broadcasters)

Wayne Birt:

Building Dynamic Programming: 90% of listeners are not donors, feels Radio Boise numbers are better than that

Phone donations plummeting, keep line open for feedback during fund drives

Streaming Analytics: handle on data, how to interpret and strategies

Fighting Fear: discussion of FCC regulations and what has never been enforced such as admission prices and own events. Cannot direct public to attend an event

Spinatron-new functionality, automatic recognition

Researching Unmet Needs: see handout: more youth in radio (happening),
build out app for better better interface with listeners (happening), work
on climate show (happening), more storytelling (youth podcast project),
expand focus on upcoming shows, live appearances, dedicated local
music show

Nichole Albertson: reinforcement of what we are doing concerning fundraising and
Stewardship, have increased phone calls since the conference
Tailor marketing to women as they typically give more than men
Start EOY (End of Year) in August, call lapsed donors during pledge drives
Highlight volunteers and sponsors on website/socials

Development Report - Schultz

5 month projection requested by Shirrod—\$40-50k including events-optimist
3 opportunities to make \$10,000 each—Idaho Gives, Impact Club, Boise
Co-op-September
Hoping for grants that have been submitted

Financials-Lopez

Motion to approve May financials (Shirrod) Second (Rayhill), approved 7-0
No surprises in May, June not done d/t health insurance change
Due to run out of cash by mid August
Approved budget based on grants of 30k and twice as much UW and not meeting
goals. Merch is doing well.
Albertson agrees, unexpected costs and NFCB conference
Albertson sent out email and received \$1500

Executive Director's Report - Albertson-Winkle

Out of office August 1-7
New volunteers Tim—IT, Ty—events wants a show, carpenter, Jose—library/DJ, Chad
Sign coming
Physical presence at Meat & Taters—Meridian
National Radio Day could potentially raise \$15k. Per Birt
HiFi party—September Josh Gilmore local musician Big Hair Promo, has a property
with stage but no parking

Strategic Planning - Smith

5 priorities identified—objectives under priorities

Will send out section/objectives, have objectives identified by August BM

September—break report into sections for board members to write

Approve plan in December, send out to public in January

Lease Discussion - Albertson

Lease is up September 1—see if we can postpone signing 3 year lease

Language in current lease that prevents increase in base rate

Glynn left at 7:30

McCall License Plan - Shirrod

Motion to Approve (Rayhill) Second (Smith) approved 6-0 (no Glynn)

Negotiated 19k and 1k underwriting on KBSU

Question of who proposed 15k

Will take time to get payment d/t FCC approval and public comment of 30 days

Wayne Birt left 7:44pm

Elections

Shirrod/Smith Move to vote for two nominees—Rob Lockward, Shevawn Bell—all votes counted by Albertson, all yes

Discussion/New Business–

Shauna needs to be on the checking account—Shirrod

Written resolution for Shauna. Motion to approve (Shirrod), Second (Rayhill), approved 6-0

Shirrod-what is Albertson's plan for solvency

One more payroll payment—then can't work

Albertson's plan:

determine what payments can be deferred

reduce staff hours, keep on the air

part time UW, everyone part time Wayne and Nichole most difficult to go to part time

Executive session of at least six board members to occur Friday, 5pm 7/25/25 at Alaska building conference room

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