



## — Minutes —

### **Radio Boise Board of Directors Meeting**

Thursday, April 23rd, 2026 6:00 - 7:30 PM

The meeting was held in the conference room of the Alaska Building, Boise, Idaho

Board Members (9) - Shauna Smith (Chair), David Stuesse (Vice Chair), Rob Lockward (Treasurer), Hilary Rayhill (Secretary), Mark Shirrod, Sarah Faires, Shevawn Bell, Carmen House, Taylor Baldwin

Board Members in attendance (9) - Smith, Rayhill, Shirrod, Lockward, Baldwin, Rodriguez

Faires, House, Stuesse attending virtually

Visitor: Dave Grabarczyk

#### **Call to Order 6:13 PM - Smith**

#### **Call to review and approve minutes from December**

Motion to approve (Shirrod), Second Bell),

Approved 9-0

#### **Financial Report- Lockward**

- Looks as to be expected with payroll
- Lost Grove and Matlacks 3-4 months in arrears
  - Pause spots until paid—both
- Cash EOP—\$61, 000 today \$79,000

Lockward moves to go into executive session: 6:17pm

- 9-0 in favor

- Out of Executive session at 6:29pm

### **Interim Manager Report - Shirrod**

- Budget
  - Biggest concern: broadcast and transmitter expenses
  - Gave raises to Wayne and Brian
  - Need to stay focused on revenue to stay on budget: merchandise, ED,
- Nielsen Ratings:
  - Never done, d/t not meeting CPB standards, standards no longer exist
  - 5 year contract increasing cost to \$1000/yr
  - Demographics by age
  - wo surveys/year
  - Rolling graph when all recorded participants listen and for how long
  - Part of marketing expense
- Pay two companies for music royalties—ASCAP& BMI
  - We now qualify for NPR contract to pay for royalties d/t collapse of CPB
  - ASCAP&BMI fighting NPR for customers (us) 3k/yr, NPR costs \$600/yr
  - Could be an issue down the road, we are registered with NPR
- Radiothon not doing great, lowered goal 10k, may extend
  - Increase in monthly donors—from 200 to 500

### **Staffing Report - Rayhill**

- Need volunteer coordinator approx 10 hours/week
  - Have money to pay someone \$20/hr
- Moving from staff oriented to volunteer oriented station
- Mark needs replacement as well—full time position
- Insurance: Wayne goes to Medicare in July
- Let everyone know the plan

### **Executive Director Report-Rodriguez**

- Acknowledge Mark and Hilary, and Shauna
- Observation: depend on many volunteers in job capacity
  - challenge—doesn't happen usually
- Submitted 25 grants \$180k asked goal of \$250k
- Donor piece needs more —work with Rebecca

- Internal communication in structure:
  - Slack is insufficient—use email
  - issue across the board
- Cross department coordination and social media strategy
  - Need to reach out/donor appreciation
  - Need a social media coordinator for string fundraising platform
- Cost savings—
  - Mail Chimp vs LGL, multiple software for same purpose
  - Lapsed donors, analytics, text messaging—more interactive with younger donors
- Transfer fee from savings to checking Mark and Cory to evaluate
- Governance Accountability and Leadership alignment
  - Who is in charge—Needs an understanding of the leadership structure - who's making decisions and what authority does he have?
  - Consider a rating system of programmers regarding quality of show, involvement, what they are bringing in
  - Needs board to bring donors to connect with him
  - Re-up membership with Boise Chamber
  - Need to evaluate in-kind donations with UW - this makes our revenue suffer and isn't sustainable
  - Concern that programmers aren't all onboard with the change in structure of ED bringing in money from corporate business
  - Need to meet to strategize priorities

**Adjourned at 7:50pm**