

**Board of Directors Monthly Meeting**  
Monday February 17, 2020 at 5:00 PM

**MINUTES**

- A.** Call to Order: The meeting was called to order at 5:00PM President Randy Parker.
- B.** Roll Call: Present were President Randy Parker, Secretary Mary Corcoran, Members Sue Bergstrom, Frank Cook, and Shane Kimberlin. Also present was General Manager John Anderson. Absent; Treasurer Brad Reynolds, Bill Black, Vice President Jennie Hillar and Amy Houck.
- C.** Announcements and Introductions: There were no announcements or introductions.
- D.** Approval of Agenda: Bergstrom moved to approve the agenda as amended. The motion was seconded by Corcoran and passed unanimously.
- E.** Approval of Minutes from previous meetings: Bergstrom moved to accept the meeting minutes of January 20, 2018. The motion was seconded by Cook and passed unanimously.
- F.** Education Minute
  - 1.** none scheduled
  - 2.** Assignment for next meeting: Bergstrom will describe how the station's websites have been migrated.
- G.** Information Items:
  - 1.** Analytics: Bergstrom explained how a graph sent to Board members showed where listeners were located. This is just one report of many that she could retrieve from station websites. Reports can show kinds of devices, daily listeners, highest listener period, hours, average session duration, average ads served, etc. Members noted that listeners were not only in Valdez but also in Anchorage, Hamburg and other German cities.
    - a.** Kimberlin expressed interest in seeing numerical graphs showing listeners. He will work with Bergstrom to find a different illustration. She offered to look up anything people may want to explore.
    - b.** Cook suggested a "shout out" to German listeners during fundraisers.
    - c.** Bergstrom will look at daily ads served to determine if KCHU is owed revenue.

- 2.** Cook asked about electric meters on the building. There are three- including one for the office. He relayed to the Board that Hillar has no interest in the contents of the office. Corcoran will confirm Hillar's wishes.
  - 3.** Cook asked about the snow disposal lot behind the KCHU building. Diverse and creative ideas were discussed about using the pile as a fundraiser.
  - 4.** Legislative Update: Corcoran
    - a.** HB205 Supplemental Budget is being considered by House Administration(Fin Sub) supporting \$1M addition to public radio.
    - b.** Members brought up Coastal communities who are suing the State regarding lack of ferry service. Senator Shower has introduced a bill that would eliminate a binding caucus. Representative Rauscher is up for election in November 2020.
- H.** Old Business – None
- I.** New Business -
- J.** General Manager's Report
- 1.** The station was severely hacked. No money was lost and all accounts are being monitored. Thanks to FNBA and Bergstrom new bank accounts, emails etc. have been set up.
  - 2.** The Alaska House Finance Subcommittee is considering adding \$1M to the Public Radio budget.
  - 3.** Federal indications are perhaps there will be a slight fund increase.
  - 4.** The station is covered with snow.
  - 5.** The transmitter at Tatitlek is down and off the air, as confirmed by Donna Marek. Van Kraft says he has one in Anchorage. This requires an onsite engineer visit according the FCC specs. Chris Alloway may be option for that work. Area listeners are currently using online streaming.
  - 6.** As for staffing, Gabriella Palko is temporarily in Atlanta GA. Jimmy Devens is present. Kimberlin is present as business allows.
  - 7.** The GCI cable has not worked at a remote site for a month. It was part of a redundant system though Anderson is considering stopping that service and just continuing with Copper Valley.
  - 8.** Recent fundraisers include "Love in on the Air" - a successful fundraiser netting \$300-\$350, "Toast with the Host" -also successful bringing in at least 8 memberships and \$600. Anderson wants to cultivate a fundraiser in Anchorage and perhaps the Valley. Parker offered to help.

- K.** Committees Updates - See Committee listing for members
- 1.** Building: Cook—The building is in good shape but the roof needs to be shoveled. Cook volunteered.
  - 2.** Finance: No report.
  - 3.** Fundraising: Kimberlin—Palko helped Kimberlin with “Love in On the Air”. More than anything this type of event endears the station to the community and may result in more memberships with follow up. It was a unique and seasonal service enjoyed by all.
  - 4.** Events: Kimberlin— “Toast with the Host” at the Valdez Brewery went really well. Kimberlin found it produced some of the longest conversations with participants. As an example listeners requested more local show content including coffee break and music. Coffee break/hosts slots are wide open. The station has volunteers who may be tapped and trained.
  - 5.** BROTCOMM: No report.
- L.** Schedule next meeting: The next meeting was scheduled for Monday, March 16, at 5:00 pm by acclamation.
- 1.** *Members excused from next meeting*\_\_\_\_\_
- M.** Adjournment: Cook moved to adjourn. Bergstrom seconded and the motion passed unanimously. Parker adjourned the meeting at 5:55 pm.

### **Committee Membership**

- a. Building Committee - Cook, Parker, Blehm**
- b. Finance - Kimberlin, Bergstrom, Parker**
- c. Fundraising - Houck, Kimberlin, Devens, O'Connor**
- d. Events - Kimberlin, Blehm, Devens, Black**
- e. Board Recruitment, Orientation and Training - Houck, Corcoran, and Bergstrom**