

Board of Directors Monthly Meeting
Monday December 14, 2020 at 5:00 PM

MINUTES

- A. Call to Order: The meeting was called to order at 5:02 PM by President Randy Parker.**
- B. Roll Call: Present were President Randy Parker, Secretary Mary Corcoran, Treasurer Brad Reynolds, Members Sue Bergstrom, Bill Black, and Shane Kimberlin (arrived 5:15). Also present was General Manager John Anderson. Absent; Dave Hollis (excused), Frank Cook and Amy Houck.**
- C. Announcements and Introductions: There were no announcements or introductions.**
- D. Approval of Agenda: Bergstrom moved to approve the agenda with amendments. The motion was seconded by Reynolds and passed unanimously.**
- E. Approval of Minutes from previous meetings: Bergstrom moved to accept the meeting minutes of November 9, 2020. The motion was seconded by Reynolds and passed unanimously.**
- F. Education Minute**
- 1. Bergstrom- Summary and elaboration of CPB Harassment training taken by staff -Attached in Board Packet.**
 - a. Bergstrom suggested that the Board participate with staff at next year's training.**
 - b. Bergstrom fielded questions from Corcoran about delivering message to an offender and Reynolds about KCHU's HR.**
 - 2. Assignment for next meeting: None**
- G. Information Items:**
- 1. Strategic Planning Review - Attached in Board Packet**

Anderson addressed the information CPB wants to know. The station has come close to its goal in the past, but this year COVID-19 has blocked normal fundraising. Circumstances contributing to this situation is our office closure, local business volume decrease, ferry traffic and fishing revenue at a low. Additionally KCHU staff has been reduced for budgetary reasons limiting development outreach and extended fundraising. A strategic plan is essential to respond to CPB questions and budgets through 2022.

- 3. This may require any of the following:**
 - a. solicit listener dollars every day, every year**
 - b. rent additional building space**
 - c. begin online raffles**
 - d. explore hosting tower space to other entities.**
 - e. request funds from**
 - 1. Native organizations**
 - 2. listener-area government funding**
 - 3. United Way**
- 4. Alaska still needs public radio. The APBC (headed by Mark Wheeler) still functions as an organization and holds line items including the Public Radio Satellite System® (PRSS) in the state budget. KCHU needs more development personnel. There may be a possibility of qualifying for a \$30,000 PRSS grant and more Covid-19 funds from local and federal money.**
- 5. KCHU anticipates gaming revenue and depends on funding from the dish behind the station.**
- 6. KCHU volunteers hosting shows are exemplary and also plug for donations.**

Bergstrom added that one can't "get blood out of a stone". KCHU has reduced expenses so revenue can cover station bills. In addition, we lost a lot of in-kind services due to COVID-19 and state grant.

Black spoke to the importance of retaining AM in the Sound and that donating to the station needs to be easy and everywhere with credit card.

- K. Committees Updates-See Committee listing for members**
- 1. Building: Refer to J1 above.**
 - 2. Fundraising: Kimberlin addressed on-air/ livestreaming fundraising.**
 - 3. Events: Kimberlin suggested bucket challenges and taking an unsubtle approach to the public.**
 - 4. BROTCOMM: Refer to G2 above.**
- L. Schedule next meeting: The next meeting was scheduled for Monday, January 11, 2021 at 5:00 pm by acclamation.**
- 1. Members excused from next meeting_____**
- M. Adjournment: Kimberlin moved to adjourn. Reynolds seconded and the motion passed unanimously. Parker adjourned the meeting at 6:09 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**