Meeting Location: 128 Pioneer Dr, Valdez
Teleconference: 800-315-6338
Conference Code: 54665

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
 - 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

Terminal Radio, Inc. 128 Pioneer Drive Valdez, Alaska 99686 Meeting Location: 128 Pioneer Dr, Valdez Teleconference: 800-315-6338 Conference Code: 54665

- a. The Board agreed to schedule a meeting via email. Those present agreed to a January Saturday, Jan 9 and 16. Corcoran will check with others for a date.
- 2. Discuss Annual member meeting: We still need a third candidate. Anderson will check back with a possibility. To date KCHU has received \$4089 in membership due vs the \$8945 that has been billed. Efforts will continue to air PSA's to raise funds and find candidates.
- H. Old Business None
- I. New Business
 - 1. Approve extension of existing board members' terms until annual election is scheduled.
 - a. Bergstrom moved to extend Board members' tenures until an election. The motion was seconded by Corcoran and approved unanimously.

J. General Manager's Report

- 1. The station's building steps need repair this summer. Those leading to Dr. Silveira's office are collapsing due to the corrosive effects of salt and ice melt. A worker skilled at masonry/concrete repairs is needed.
- 2. Anderson addressed the letter emailed to the board which arrived from Andrew Charnik Director, Radio CSG Policy & Administration, CPB- "Radio Community Service Grant Program Status and NFFS Eligibility Requirements". CPB requests that KCHU explain its strategy (1 page summary) for raising revenue to match the public grant ceiling set at \$250,000. We have been unable to raise enough in 4 consecutive years. Funding has been approved for 2020. Non federal funds that qualify include membership dues, City of Valdez and State of Alaska grants, etc.

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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.

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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