



Wednesday, March 29, 2023
KRCL Board Meeting Agenda
Meeting in person and via Zoom

Agenda

- Approve February 2023 minutes: All
- Financial review: Aldo
- Underwriting Updates: Trina
- Operations Director Report: Ebay
- General Manager Report: Gavin

Minutes

- Introduction of guests Kathy Belfus and John White (Aldo's former coworkers at US Bank)
- Approve February 2023 minutes
 - Motion to approve the minutes by Marcie, John seconds. Unanimously passes.
- Financial review: Aldo
 - Though February revenue was under \$16K. Typically a slow start at the beginning of the year with underwriting. Underwriting down \$5K relative to

- budget. Nothing alarming, normal for this time of year.
- Keeping Wells Fargo account open, limit what we have at Alta given banking industry's current status. Also have account with Fidelity.
 - Need to determine which account capital campaign funds will go. Discussion with Aldo, John White, Kathy Belfus about merits of various banks for possible capital campaign. US Bank has highest credit rating of big banks, very safe institution. Recommendation to get out of Wells Fargo.
 - Fuller details on Aldo's financial report sent by Gavin via email
 - Operations Director Report: Ebay
 - Women's History Month going well: Essential artists, March 8 takeover by KRCL's women DJs, RadioActive special, CityCast SLC guest DJs, Women Who Rock trivia night (brought in \$3K, will continue this event and will eventually do this in the KRCL space)
 - Other events like Hifi event at 8 Settlers Distilling and Music Meets Movies was successful. Next screening is April 13, Jazz Fest.
 - Some technical issues with Brewvies with A/V during screening. Brewvies will buy a beer if you came to Patti Smith and you come to the next film. Don't believe the sound problem will be an issue moving forward. (Gavin)
 - Reached out to Bill Gilman with the Utah Broadcaster's Association to do self inspection (which can be provided to FCC) of station for small fee. Passed and did really well, very few and minor things flagged. Excellent self inspection.
 - Bill and Ebay went through air chain and increased volume (be loud as possible without distortion/overmodulation) and comparable to other stations.
 - On demand on app updated for easier navigation and streaming
 - Getting ready to wrap up first survey in three years. Currently 502 have taken survey, will wrap up March 31 and will share results at the next meeting.
 - Spring Radiothon in April . Theme is Homegrown Radio. New hat, shirts, tote. Gifts will go live April 1. Volunteer spots open, board challenge from Morgan. Put "board challenge" in the notes.
 - Discussion: Can KRCL connect be added to the app for member account management? (Ian)
 - Fuller details of Ebay's programming report sent by Gavin via email
 - General Manager Report: Gavin
 - Draft of new agreement with SpyHop insurance wise with youth in building when no staff on site, not holding KRCL responsible. Cassandra put an agreement together, Pete (insurance) signed off.
 - Spyhop agreement said KRCL interacting with KRCL adults need to be background checked. Agreement that students need to be

accompanied by an 18 yo+ SpyHop-vetted rep with youth in the building at all times.

- Conner Estes has joined staff in addition to Valene Peratrovich at near entry-level roles. RadioActive largest responsibility but would like to see expanded budget to grow roles (video etc)
- Bookkeeping: First Tracks onboarding, nearly done
- Financials: Unresolved funds resolved and down to zero in Quickbooks
- Moving from Marketron to Radio Workflow system. However, contract with Marketron expired in March but had to give notice or auto renew for a year. Able to negotiate working with Radio Workflow beginning June 1 and phase out Marketron by end of June. Will cancel Marketron after Radio Workflow turned over so it doesn't auto renew in March 2024.
- Eide Bailly auditors upping fees. This year charging \$23K, \$3,000 than previous year, making us over budget for auditing. Gavin called auditors for pricing, which aligns with Eide Bailly's current rate despite charging rates. Has a call with "Artesian CPA", which Gavin has heard is closer to \$14K.
- Underwriting Updates: Trina will join next meeting. Trina reports total contracted 2023 underwriting at \$83K, a dramatic increase over what was booked at end of February. Half of annual budget. In a good position to hit our underwriting goals this year.
- Good meeting with Utah State Fair as
- Programming staff has asked Trina to decline \$1,000 underwriting contract from LiveNation around Ryan Adam promotion; station made programming decision several years ago to no longer play and support Ryan Adams music on air. Shows shared sense of station values
- Radiothon – lots of volunteers shifts, board match (donate!). Supporting Friends of Great Salt Lake (dropped Bicycle Collective).
- Planned Giving - Valene did a great job putting together a planned giving campaign. Now have a box to check on learning more about planned giving options on the donation page.
- ACE funds for operating support (\$3,000) from Salt Lake Arts and Culture
- Barb Guy and her husband have been invited to co-chair the 50th anniversary committee in 2030. Books and history in the works.
- Farm to table fundraisers in the works for summer with Punk Rock Farmer
- Translator upgrade in Park City, plan to get on public land and have good progress made toward this in Summit County. More to come.
- Collabs: Met with Palak from the Tribune about a unique music collaboration with the Trib; talking with Amplify Utah and Bold Black Brilliant for non music film screenings.
- New building: Giv moving forward with Bonneville Builders, designs to

review shared at meeting.

- Fuller details in report sent by Gavin via email

- Kerri motions to end general session, Aldo seconded. General session ends at 5:28pm to go into closed/executive session to address facilities.
- Kerri motions to close meeting, Ian seconds. Meeting ends at 6:02 p.m.

Closed Session:

- Facilities

