



Wednesday, April 26, 2023
KRCL Board Meeting Minutes
Meeting in person and via Zoom

Agenda

- Present: Gavin, Ebay Kerri, Aldo, Marcie, Chip, John, Angela, Ian, Glen, Kyle, Risshan, Kathy Beilfus, John White
- Approve March 2023 minutes: Chip moved, John seconded. All approved.
- Financial review: Aldo
 - Higher expenses in programming from hires made earlier than planned.
 - Underwriting: Commission to Trina not yet paid so this reflected as more than budgeted.
 - March balance was \$856K, with \$10K in debt.
 - See full financial report as emailed
- Operations Director Report: Ebay
 - Radiothon: Wrapped up 10 days on Sunday. Still a little long and trying to decide if that's sustainable.
 - Raised \$215K as of Sunday, today was at \$222K. 1300+ donors.
 - Of those, 271 new donors, 74 new sustainers, 12 new high fidelity, 292 lapsed members returned, donors came from 38 different states

(plus Canada and France)

- Most popular gift was no gift at all. Second was the gifts for good, like donating a tree (90) and Great Salt Lake field trip (82) as of Sunday.
- Donations continue to come in as of today.
- Survey: First since the pandemic, taken by 617 people (high, 300ish has been survey average in the past). Majority were 55+ (65%), 90% white (3.58% Hispanic, 2.9% other race, 1% Pacific Islander). 64% live in SL County. 68% listen weekdays, 26% during weekend. 5.41% in evening.
 - Most listened to shows: Brand New Day, Saturday Sage, Saturday Breakfast Jam, Midday Show, Sunday Sage, Friday Soul Party, Afternoon Delight, Smile Jamaica, Afternoon Show, Bluegrass Express.
 - “DJs feel like friends” to our listeners
 - 90% said new music was important/very important; 47% said national news was important (53% said it’s not);86% said local/community voices was important.
 - Some recommends: Specific music types, more ticket giveaways, DJ takeovers
 - Complaints about length of fund drove, some genres were polarizing (hip hop, punk, techno)
 - Majority (64.5%) make a point to support businesses who underwrite KRCL
 - Gavin and Ebay has plans to survey our audiences more and engage in more/new ways.
- Each month, Lara Hones to put together a one sheet on RadioActive (i.e. SLCC Thursday takeover wrapping up, youth mariachi from Esperanza Elementary on the show Monday, Loud and Clear takeover twice this week)
- General Manager Report: Gavin
 - Met with Public Media Company this morning and auditor. Have 20,000 uncollected underwriting statements from 2022. A lot of clean up.
 - Audit is underway. Bob from Artesian CPA in Colorado. Gavin going to file extension – will probably still get the AFR done and the 990 generated in time, but to file extension just to be safe. (Extending deadlines delays cash funds, no plan to extend further).
 - Underwriting – Trina has surpassed goals for March and April.

- Alta Bank smartpay system now working, cuts down on trips to bank.
- Still finalizing tracking of new membership revenue and membership buckets.
- Hoping to close the gap on membership by Sunday. Left over 100 voicemails, Goal is to keep closing that gap to \$233K.
- Documented \$132K of total in-kind professional services in 2022. More than that but this only reflects what meets the formal criteria (tee shirts, mugs and things given as gifts do not count in this number). The \$132K should return about \$10K of federal money.
- Thanks to Glen, applied to \$10K from Hemingway Foundation. Hope to parlay into additional, larger funds.
- Bill met with Enco and Notel for equipment with Park City
- City called about missing business license for this location of KRCL. No penalties. Taken care of.
- Promotional videos continue – Red Iguana, NeighborWorks, Esclante, Mestizo, Outdoor Afro. First piece to send to foundations..
- Spyhop agreement signed re oversight of teens by adult through summer and when alone in station.
- Met with Teri Mumm from Utah Brewers Guild about event on June 10 at Woodbine throughout the day, outdoor, all ages. Provide sound, low key commitment. Official sponsor on trade.
- Agreed to Salt Baked City trade on Smile Jamaica, ad for show in the magazine. I.e. “It can be 420 every day for medical cannabis patients”
- Gavin winning awards! Colorado Broadcasters Association (“Best Public Affairs Program in a Small Market”) and SPJ Denver Top of the Rockies (“Best Mental Health Feature from a Small Newsroom”)
- See Gavin’s email GM report for more details
- John White – guest, potential board member/treasurer speaks on background. Davis County native, longtime listener of KRCL and regular donor, big music fan, social engagement. Previous board experience as treasurer at the Utah Humane Center for 10 years, involved with construction of its new facility.
 - Aldo motions to vote join onto board, Ian seconds. All approve. Welcome, John!
- Ian motions to move to closed session. Angela seconds.
- Kerrie motions to close meeting at 5:39pm, Ian seconds. Meeting adjourned.

Closed Session:

- Facilities

