



Wednesday, July 27, 2022
KRCL Board Meeting Agenda
Meeting in person and via Zoom

Attendees

Ebay Hamilton- Operations Manager

Gavin Dahl- General Manager

Ian Percy- Chair

Kyle Gish- Treasurer

Kerri Hopkins- Secretary

Risshan Leak

Glenn McMinn

Andy Yorkin

Aldo Arnone

Chip Luman

Absent:

Amber DeBirk- Vice Chair

John Johnson

Angela Dean

Meeting Notes and Minutes

Welcome Gavin!

Approve June 2022 minutes: All

- Ian motioned to approve, Andy seconded, all voted in favor.

Financial Review: Kyle

Overview for financials for June:

- Actuals for membership and underwriting are a bit down, but we're closing the gap, but summer drive numbers will be reflected next month.
- Other income is trailing slightly but will be made up with CD & record sale.
- Most expenses are good with budget. Health insurance is up but will change with personnel changes.
- Ian suggested to Gavin that we get underwriting reporting in the future.
- Audit is almost complete, report will be coming next week with suggestions for processes that we've been working on improving.
- Tax filing/return will happen soon once financial statements are done.
- Ian renewed the business license and will need to be renewed in a year.

Operation Manager's Report: Ebay

- Summer Radiothon update
 - Summer Drive – extra day added. No new graphics, so brought back the quails. Huge hit. Only printed an only have 200 left. Only XS, XL, @X left
 - \$78k total exceed the goal!!! 587 individual 67 new, 109 expired coming back to KRCL, 46% online is an increasing trend. 32 gifts for good.
 - Fall drive will bring back the second Sunday. May or may not start on a Friday. Tentative 10/15-10/23 possible 10/14. Gifts will include year-end anniversary party on 12/3 (Saturday).
 - Hoping for year end at the Union on 12/3 but it's too soon to book.
- Salt Lake Magazine issues is out! Best new neighbor in Marmalade
- New piano from Riverton Music- Willis hooked us up with one they were getting rid of and we just had to pay to move it. It's fully tuned and ready to go after absorbing the room energy for a month.
- Upcoming special shows & events
 - 8-01 day on Monday with guest DJs and local music. Shanalee, Circus and Talia Keys will play shows. Ritt Momney will guest DJ with Eugene. Cory Fox from Velour will record a show with Ebay. Free screening of SLC Punk at Brewvies. Will have Dip Jar at the door.
 - 9-09 day planning is well under way.
 - Music Meets Movies kicks off with Utah Film Center at Liberty Park Summer of Soul.
- Bill Ramsey is leaving for a position at Eccles Broadcasting. He'll still be around to help as much as he can. Felix Gonzalez is here part time. The board is comfortable with the station continuing to pay Bill part time.

Director's Report: Gavin

- Attended staff meeting. Had one on ones with most staff members and the rest coming up next week.
- Was in Chicago attending the PMDMC conference with Morgan – attended sessions on revenue through community engagement, strategic events, email for underwriting clients, staff burnout and others. “The quest for new donors” session was the best. Opportunity for growth 35-54 age demographic. News fatigue is driving declines in NPR- no such thing as music fatigue. Greater Public cohort-retention of new sustainers is much stronger than one-time donors. Drives are #1 source for new members. More live pitching in December during prime time. Connected with Allegiance at conference. Will do some trainings with them and help Morgan with reports. Also met with NPR membership team, NMCB, Western States Public Radio, had lunch with other Utah radio staff and connected with other music stations from around the country.
- He'll be on RadioActive on 7/28 with a clip from his interview with NPR's Eric Deggans about “Summer of Soul.”
- Meeting with Glenn about Capital Campaign.
- Ian asked about the status if the antenna lease. Ebay relayed that Bill said to proceed for the year and sign the lease. Are we going to be responsible to remove equipment? Lewis at KUER will draft a separate equipment and we can split the cost when the time comes. Be sure to include that in the budget for the remainder of this year and next year.

Ian motioned to enter closed session, Kerri seconded, all in favor

Closed session:

Facilities update: Ian

Chip motioned to adjourn the meeting, Andy seconded, all voted in favor.

Next meeting on Wednesday, August 24th from 4:00-5:30.

