



90.9FM • Salt Lake City
Wednesday, January 29, 2025
KRCL Board Meeting

Present:

Gavin Dahl, Ebay Hamilton, Kerri Hopkins, John White, John Johnson, Glenn McMinn, Ian Percy, Angela Dean, Marcie Young Cancio, Risshan Leak, Bianca Velasquez, Paul Hefti

Absent:

None.

Welcome Guests:

Brad Poss, Maureen Richardson, Maria Estrada Ramsay.

Agenda:

Approve December 2024 Minutes: all.

John W. moved to approve, Marcia seconded.

Financial Update – Gavin & John W.

- KRCL is going to employ a direct mail campaign with Greater Public. There is a good cost versus reward ratio.
- 2024 budget is back to balance.
- 2025 is KRCL's largest budget ever.
- 2 commissioned-based sales persons added for underwriting in 2025.
- Chelsi is primarily doing paid social media work but will soon also begin selling underwriting across the listening area. Deann is focused on Ogden.
- CPB is funded. The 2nd half of our 2025 will be funded.
- October financials were available for analysis.
- John W. notes that the budget is tightened up and accurate.
- Liquidity is in good shape.
- 2025 revised budget was submitted.

- Kerri moved to approve, John W. seconded. All approved.

New board member candidates' roles discussed:

1. Governance – the Board owns the license. Oversight over Gavin.
 2. Support & fundraising. Using connections to others.
 3. Opportunities to serve. Giving extra time above board meetings.
- Brad – supporter, music fan, active volunteer, interested in finance.
 - Maureen – music fan, 30 years working in community, bringing ties to other aspects of community, Farm to Table.
 - Maria – wife of Bill Ramsey, loves mission of station. connection to Latin community, activism, opportunities for joy.
 - Vote to elect all to board.
 - Kerri moved to approve, Ian seconded. All approved.
-
- Glenn's second term was proposed.
 - An extension of John J.'s legal counsel was proposed.
 - Kerri nominated, John W. seconded. All approved.
-
- 2025 officers were proposed.
 - Angela, chair, John J., vice, John W., treasurer, Paul, secretary.
 - John W. nominated, Ian seconded. All approved.
-
- Meeting schedule for 2025 proposed to continue as the last Wednesday of the month. Executive committee 2nd to the last Wednesday--January through October with December to be negotiated at a later date.

Programming Updates – Ebay.

- KRCL is currently off air in Park City. The fix is more difficult than expected.
- Gianni retired his long-standing show.
- Sunday morning from 5 to 7 am is still open.
- Music Meets Movies with David Bowie's "Moonage Daydream" was sold out. Some SNAFUs.
- MLK was celebrated with special programming throughout the day.
- February is Black History Month with daily essential artists highlighted.
- February's Music Meets Movies is "Prince – Sign O the Times."

General Manager Report: Gavin.

- 2024 Budget. Revenue of 1.38, spent 1.30.
- Revision of premiums. When we spend it, it hits the books.
- Radiothon set to begin March 15.
- Greater Public will send first mailing on March 1st. Targeting lapsed members.
- 2025 goals: Grants, Marketing, Underwriting.
- RadioACTive working with Marcie's journalism class at U of U. Sundance coverage. Supporting Living the Circle of Life.
- Rocky Mountain Community Radio will be in Denver in November. Gavin is chairing the Membership Committee.

Kerri motioned to move into closed session. John W. seconded.

CLOSED SESSION

