

**Nevada City Community Broadcast Group  
Board of Directors Meeting**  
Nevada County Supt. Of Schools Meeting Rooms  
112 Nevada City Highway, at Ridge Road  
Nevada City, California

**Monday, October 30th, 2006  
6:30 p.m.**

**AGENDA**

- 1. Opening**
  - 1.1. Call to Order
  - 1.2. Establish Quorum
  - 1.3. Review and Approve Agenda
  - 1.4. Approve Minutes
  - 1.5. Accept Committee Reports
- 2. Welcome Guests**
  - 2.1. Invitation to Address the Board  
*(Welcome guests. Please be direct and clear. Please keep your comments to less than five minutes. Tonight, expect that the Board will listen and seek clarity that we understand your remarks.)*
- 3. President's Report**
- 4. Recognize Board Service of Ed Martin**
- 5. Election of New Board Officers**
  - 5.1.1. Re-open nomination of Board Secretary for FY06/07
  - 5.1.2. Ballot vote for officers
  - 5.1.3. Announce Election Results
- 6. Committee Reports**
  - 6.1. General Manager's Report
    - 6.1.1. Monthly Activities Q&A
  - 6.2. Board Committee Reports
    - 6.2.1. Station Development Committee (none)
    - 6.2.2. Financial Review Committee
    - 6.2.3. Board Development Committee (none)
    - 6.2.4. Fundraising Committee
- 7. Next Board Meeting: November 27th, 2006**
- 8. Motion to Adjourn**

**Nevada City Community Broadcast Group**  
**Board of Directors Meeting**  
**Minutes of the Board of Directors Meeting**  
Nevada County Supt. Of Schools Meeting Rooms  
112 Nevada City Highway, at Ridge Road  
Nevada City, California

**Monday, October 30th, 2006**  
**6:30 p.m.**

**1. Opening**

- 1.1. Call to Order 6:30PM
- 1.2. Establish Quorum – members in attendance Mikhail Graham, Bob Holderness, Joey Jordan, Don Kewman, Jim Readle, Greg Sharp, Jean Tofanelli, Jim Lewis, Anne Mason, Josh Lichterman, Jeff Briggs and GM David Levin. Absent, an Wall.
- 1.3. Review and Approve Agenda – Lichterman/Sharp/Unanimous.
- 1.4. Approve Minutes – Mason/Graham/Unanimous
- 1.5. Accept Committee Reports – Only the finance report was given. Sharp/Holderness/Unanimous

**2. Welcome Guests** – No guests were in attendance.

**3. President's Report** – President Jordan recognized the staff and volunteers hard work on our recent membership drive. There was exuberant spur of the moment energy on the 7<sup>th</sup> (unscheduled) day. The board was thanked for their contributions and challenges made to increase fundraising.

**4. Recognize Board Service of Ed Martin** – a plaque commemorating Ed's service was awarded in absentia.

**5. Election of New Board Officers**

- 5.1.1. Re-open nomination of Board Secretary for FY06/07 – Anne Mason stepped forward with her name for consideration.
- 5.1.2. Ballot vote for officers – Board members voted with secret ballot with Dan Wall absent. Votes were tallied by Tofanelli, Kewman and Holderness.
- 5.1.3. Announce Election Results – Elected directors are: Joey Jordan for President, Jim Lewis for Vice President, Don Kewman for Treasurer, Anne Mason for Secretary.

**6. Committee Reports**

- 6.1. General Manager's Report
  - 6.1.1. Monthly Activities Q&A – Please refer to posted report...
- 6.2. Board Committee Reports
  - 6.2.1. Station Development Committee (none)... Our newly elected VP/chair of SDC intends to engage and build inclusive environment for all stakeholders. Strategic planning is a tremendous opportunity to create meditative collaborative process and build from there. All constituencies to feel included and heard and given the responsibility to create and buy-in.
  - 6.2.2. Financial Review Committee – please refer to posted report...will meet 11 days prior to the Board meeting, 9AM at the GM's office. Kewman makes numbers fun, meetings are concise and timely concluded. Typically the committee reviews the financial statements, make recommendations, stay on top of trends and avoid financial surprises. Committee develops the budget and a 3-5 year draft budget, planning to build 6 month's operating reserves.

- 6.2.3. Board Development Committee (none)...Our newly elected Secretary/BDC chair will be reviewing work in progress and developing a functioning committee to undertake the development of our current board as well as looking to good prospects for future board directorships. Committee will refine the election process and create roadmaps for future election procedures. In addition the duties of secretary will be carried out in a contemporary, technologically savvy, method which should help relieve some efforts presently residing with the GM.
- 6.2.4. Fundraising Committee – Meetings will be held on the 3<sup>rd</sup> Friday at the GM's office. Committee will be working on Planned Giving, Endowments, Major Donor program, Board of Directors giving. The committee will engage community volunteers to help facilitate programs along with board members.
- 6.2.5. Building Committee – has had some opportunities to consider properties but waiting for funding direction. Also, has conducted lease negotiations and ongoing interaction with the manager of 401 Spring St.

**7. Next Board Meeting: November 27th, 2006**

**8. Motion to Adjourn – 8:30PM**



### Monthly Activities Report

KVMR-FM, Nevada City  
401 Spring Street  
Nevada City, CA 95959

#### For Presentation to:

The Nevada City Community Broadcast Group  
Nevada County Superintendent of Schools, Conference Rooms  
112 Ridge Road, at Nevada City Highway, Nevada City  
October 30, 2006

#### Prepared By:

David Levin, General Manager  
and KVMR's Staff

### General

- ❑ Financial results of KVMR October, 2006 membership drive (as of October 26): 801 pledges; \$86,099; 175 new members; 47 "angels" got their wings with \$365-and-up donations. Overall donations were down slightly from recent fall membership drives. Highlights: The top producing shows in terms of financial pledges were "Harmony Ridge" (\$6,150), "County Line Bluegrass" (\$5,212), "Kani Ka Pila" (\$4,073), "Monday Morning Show" (\$4,069), "Rabble Rousing" (\$3,538), "Thursday Morning Show" (\$3,465) & "Wednesday Morning Show" (\$3,307). While Saturday once again topped \$20,000 in pledges, we had the best Wednesday results (\$13,795) ever—paced by the reaction to an interview with a producer of the film "Loose Change" ("Rabble Rousing", Wednesday & Thursday news hour). It was also a strong Thursday (\$13,737), with both "Dreamwalk" (in the aftermath of Indigenous People's Day, \$2,777) and "Good Stuff" (Kim Rogers, \$2,415) setting records for their shows. Monday was added to the drive late in the week and had its ups and downs. But a strong (\$1,566) "Music Magazine" (with substitutes Edy Cassell and Evangeline Elston) and a broadcast of Amy Goodman's Sacramento talk (\$2,292) helped the added day do over \$10,000.
- ❑ Pending final auditable results, it appears that the 10<sup>th</sup> Annual Celtic Festival & Marketplace has broken all attendance and revenue records—unofficial results—7,000 attendees and revenue at approximately \$60,000. Data capture and visibility of KVMR as event owner was much enhanced.
- ❑ GM and CE will soon commence discussions with KOED engineering staff in an effort to resolve our transmission problems in Sacramento. At the suggestion of KVMR legal counsel, joining the discussions will be another broadcast engineer who developed technologies that may solve the problems we have incurred. Ultimately, we'll be recommending a series of tests over a prescribed time frame before initiating what we hope to be a permanent fix.

- ❑ Following a one year hiatus, GM will re-convene the KVMR Technical Advisory Committee on November 15 to discuss existing technical infrastructure needs and future technologies.

## Programming

### Program Committee

- ❑ The PC, PD and GM remain in discussions about the proposed schedule changes. It is anticipated the changes will take effect in December after they are released and public input is taken.
- ❑ No appointment has yet been made for a broadcaster representative that would have been elected at September meeting. PC is doing recruitment and Larry Hilberg has agreed to stay on the committee, at least through the schedule change process.
- ❑ After the schedule is sorted out, PC will begin implementation of other PC goals for 2007-2008, including an appraisal of our peer review and broadcaster evaluation process.

### Training Class

- ❑ Three more broadcasters passed certification, totaling eight from this class. Nine others are likely to certify in coming months, according to instructor T.E. Wolfe.

### News Department

- ❑ ND covered Bioneers 2006 Conference in San Rafael (supported by CPB funds) broadcast on KVMR and put out for national distribution on Audioport.
- ❑ KVMR News Department participated in three forums sponsored by the League of Women Voters, one of which was a live broadcast (GVCC and Judges Race)
- ❑ Plans are being finalized for KVMR's election night coverage. We will have a three person hosting team on air—Steve Baker, Paul Emery and Mike Thornton. Field reporters are Reinette Senum and John Fletcher. We will also be tapping into YubaNet where Pascale Fusshoeller is covering the elections office with a reporter out in the field. There will be a few people at the KVMR studios to act in support roles including KXJZ's Eric Brotman and Peter Van Zant who will provide analysis. KVMR will likely air portions of the Pacifica Radio Network's coordinated national coverage until local results become available. Also of use will be BBC, the "California Report" and other sources.
- ❑ The News Department is planning a November town hall meeting covering the topic of water and the NID.

### Music Department

- ❑ MD has purchased a LP to CD converter, which may alleviate space problems in current library as essential LPs are made into CDs. MD is in training phase on equipment.
- ❑ MD has an upgraded CD player for music review and volunteers now have a CD player at their worktable.
- ❑ An unprecedented four new volunteers are working this month at the department worktable. Volunteer hours have grown in department as library maintenance crew is also expanded.
- ❑ MD reports recent membership drive had challenges because of a lower than normal compliance with suggestion list deadlines, last minute additions to some broadcasters' lists, and "specials." However, MD pre-purchased a large number of thank you gifts prior to the drive, easing fulfillment issues.

- ❑ MD and Membership plan to formulate some overall station thank you gift procedures that emphasize deadline compliance and further pre-drive planning.

#### Special Programming

- ❑ KVMR provided its broadcast area with the only same day over-the-air broadcast of the Doolittle-Brown congressional debate. It aired 10:00 p.m. on Wednesday, October 11, and was recorded from a Sacramento webcast on the cable-only debate. KVMR also partnered with *The Union* to get a second higher quality audio of the debate; the Union's new technology director recorded the debate onsite using KVMR's best portable digital recorder. KVMR provided audio to KPFA and Free Speech Radio News. The debate was rebroadcast on Thursday, October 19 in a 7:00 p.m. slot and is available to be streamed, downloaded or podcast on KVMR's website.
- ❑ Indigenous People's Day (October 9) programming again demonstrated the station's commitment to the region's native community. A 10:00 a.m. to 10:00 p.m. live remote broadcast from the Miner's Foundry showcased drumming, storytelling and musical artists, along with a series of panel discussions on Healing Wounds, Native Women, Mercury & the Environment, Activists, Youth and Education and other topics.
- ❑ Amy Goodman's benefit talk for KVMR at Sacramento City College on October 7 was presented as a special program on the final night of the KVMR fall membership campaign and produced almost double the "numbers" of any other news/Democracy Now results during this drive.
- ❑ Planning for the next two days of special programming is underway. They are Martin Luther King Day (producer TBA) and International Women's Day (March 8, Women's Collective producers).

#### Live Remote Broadcasts

- ❑ Celtic Festival Broadcast (Sept. 30-Oct.1). For the first time, KVMR offered a live broadcast of the station's Celtic Festival, and it was, by all standards, a rousing success. The festival had its largest crowds in ten years, and KVMR was able to convey its success to our entire broadcast area, with live music broadcasts from two stages and various in-booth interviews. Veteran live remote broadcasters Wesley Robertson (producer) and Eric Rice (technical producer) were key volunteers, along with a dedicated technical staff and engineer Paul Paterson.

## Development

#### Membership

- ❑ October, 2005 "The Future Is Now" drive - Of the 836 donors and \$90,146 in pledges, 786 donors have paid for a total of \$83,998 at 93.1%.
- ❑ February, 2006 "Winter People Powered" drive - Of the 825 donors and \$96,141 in pledges, 791 donors have paid for a total of \$89,473 at 93%.
- ❑ May, 2006 "Spring People Powered" drive - Of the 871 donors and \$97,176 in pledges, 828 donors have paid for a total of \$87,110 at 89.6%.
- ❑ August, 2006 Mini drive - Of the 262 donors and \$26,211 in pledges, 237 donors have paid for a total of \$23,875 at 91%.
- ❑ October, 2006 drive - Of the 786 donors and \$84,738 in pledges, 527 donors have paid for a total of \$54,760 at 65%.
- ❑ NOTE: percentages do not reflect monthly installs of EFT & credit card.
- ❑ Prospect letter was dropped in August—14 responses = \$690.

#### Underwriting

- ❑ August Underwriting Sales:
  - Grand Total \$14,950
  - Cash \$9,512
  - Trade \$5,438
- ❑ Cash sales, an indicator of next year's revenue, ended the year up 23%, an increase of over \$55,000. Of the total cash sales of \$292,346, over \$95,000 was in new business.
- ❑ Actual cash revenue will be approximately \$260,000, up from \$199,000 last year, a 30% increase—compared to revenues of \$85,792 just four years ago. While cash revenue missed FY06 budget target, net revenue will be very close to, if not over, budget.
- ❑ A total of 255 contracts were entered into our traffic database system, RadioWorks, one for every working day of the year. The average contract was \$1,371.

#### Grants

- ❑ The DD and GM recently engaged a grant consultant to commence grant research and preparation. We have received an initial list of grant prospects and a report with profiles to follow.
- ❑ Operational components of the Youth Symposium project grant funded by the Truckee Tahoe Community Foundation will soon be underway. The principals will be meeting to determine and time line project management, direction and implementation.

#### Events

- ❑ Celtic Festival—Pending an official report, it appears that the CF performed extremely well at about \$60K.
- ❑ Amy Goodman—Attendance figures for the Amy Goodman event were close to 500. Estimated revenue = \$4K.
- ❑ Way Out West—Promotions have begun and tickets are now on sale.

#### Major Donors

- ❑ No new activities to report this month.

#### Capital Campaign

- ❑ The GM and DD intend to engage Wealth Engine to conduct donor research related to KVMR's extensive database. Said donor research will provide critical data to be integrated into a feasibility study that will determine KVMR's abilities to engage in a capital campaign devoted to a new facility to house the station. We expect the research to be complete, with results and analysis delivered to KVMR in November.

#### Marketing/Outreach

- ❑ KVMR print advertisements are undergoing a redesign.
- ❑ KVMR's cardboard fans, given away at numerous summer events, were a big hit. The DD will consider another order for next year.
- ❑ Plans are underway to initiate a grass roots marketing and promotional program in Sacramento to attract new members, underwriters and large donors.
- ❑ KVMR's email blast newsletter is now actively read by more than 500 of the 1,200 people receiving it. The Podcast section has been a very popular "click through" item in the newsletter.

- ❑ The DD will be implementing a plan to produce on-air testimonial spots featuring members, volunteers and underwriters. Over the next three months leading up to the winter membership drive, she hopes to have a series of spots produced that will compel listeners to pledge their support.
- ❑ As an incentive drawing during KVMR's winter membership drive, DD has secured use for one week of a vacation home on the Island of Kauai. The drive may start on Sunday with the Hawaiian show and end it the following Monday after Hawaiian with the drawing. Each time a person gives at a certain level or higher they are entered. Donors would have better chances to more often they gave.

## **Volunteers**

- ❑ Department recruited and supervised volunteers for October membership drive; coordinated hospitality and dinner delivery.
- ❑ Volunteers recruited for Amy Goodman event on Oct. 7.
- ❑ Department trained one new front desk volunteer.
- ❑ Volunteers recruited for Indigenous People's day of special programming.
- ❑ Department updated volunteer database and broadcaster email lists.
- ❑ Volunteers recruited for Way Out West event on Nov 17.
- ❑ Department updated current broadcaster paper files and purged old broadcaster files.

## **Engineering**

### Equipment

- ❑ The Truckee translator has been experiencing some interference from other broadcast stations nearby. The stations have been informed and the CE will make a site trip to resolve the problem.
- ❑ The power supply for the back-up transmitter has been received and will be installed soon.
- ❑ The studio stand-by generator has been replaced with the one that used to be at the transmitter site. The floor under it was reworked to get it off the dirt and level and tied to the building. The generator was then tied to the platform. The propane feed was re-done and upgraded. A ground was added to the generator installation and some undersized unsafe wires were replaced.
- ❑ The Comrex on-air phone patch has had its software modified to provide the on-air notification to callers.
- ❑ A system to play music tracks from the on-air computer is being beta tested.
- ❑ Both Erica and Alice have received replacement computers that will measurably improve workflow.
- ❑ The AC backup system for the server and streaming computer has been reworked.
- ❑ The music department has been provided with a CD player for screening music.
- ❑ There were some unexplained drops in an ISDN signal from the Center for the Performing Arts during our recent live political debate. The encoder box manufacturer has been contacted and is examining the problem.
- ❑ The pledge drive went successfully technically. An interest was expressed in larger lights for ring indicators.

### Events

- ❑ The Celtic festival remote uncovered some issues in the Zephyr encoder boxes and the patch bay in the studio. These were overcome and all went well.

### **Future Board Meetings**

The following dates have been reserved at the Nevada County Supt. of Schools Conference Rooms. All Board Meetings begin at 6:30 p.m.

- November 27
- December 18 (third Monday, to avoid Christmas Day).

### **2007 Board Meetings**

- January 29
- February 26
- March 26
- April 30
- May 21
- June 25
- July 30
- August 27
- September 24
- October 29
- November 26
- December 17