

GM BOARD REPORT – February 27, 2016

• FINLEY PROPERTY

- Alicia and I are met with a city compliance officer on Monday Feb. 1st. We received a certified letter from the SR City requiring us to abate or repair the Finley property by March 11, 2016, a copy was forwarded to the Board earlier this month. We may appeal the notice but the cost is \$510.00 and is due early next week if we are to appeal.
- The first round in the Finley clean-up is scheduled to begin this coming Saturday, March 5, 2016.
 - We need to remove the electronic equipment
 - We need to remove the paint and other toxic stuff
 - We need to remove several dozen tires from the facility
 - Finally, we need to remove all the other detritus and misc junk
- We are scheduled to meet with Mike Reynolds and Mark Maystrovich on Tuesday, March 1 at the Finley property to discuss options.
- The Finley gate is locked but is not keeping anyone from walking in, we continue to receive numerous e-mails from adjacent property owner Richard Ersted (Realty Associates), complaining about the state of the Finley property. He routinely cc's several people at once.
- *The Board urgently needs to create long term plan to deal with the Finley property.* It may be historic but its value to us is diminishing every day. It would be better if the property was not seen as an albatross around our neck but an opportunity. If the property needs to be rezoned, then let's explore that and resources should be expended to that end. If we can swap the parcel with someone else's, let's do that. If we need to engage government officials to help do any of these things then we need a concrete plan for how to go about that.
- What is crystal clear is that we need action on this issue. I recommend that the entire Board get more involved and make this issue a priority in 2016. The Board needs to focus on Finley and get a plan of action in place.

• KBBF INTERNET PRESENCE

- New website for the coming year, 2016. The 10-26 GM board report details what the site should be able to do
 - I am actively seeking a web design company to work with us. The staff has decided that we want to enter into an agreement with a formal business rather than having a volunteer do the site informally.
 - We are submitting a WF grant for the website which, if we get funded, will increase the budget for the new website! Projected deadline for the new website is the end of May.
 - I urge board members to take a look at various community radio websites to get a sense of what we might be looking for. Suggestions for web developer would be appreciated

• BOARD RECRUITMENT and BOARD RETREAT –

- The goal remains having a full board by early 2016. That is 8-11 board members.

- We were set to hold an informal board recruitment “happy hour” at Remy’s restaurant but did not get critical participation and thus it was canceled.
- How can we increase our Board recruitment despite our busy schedules? Is this truly a priority for the Board? Increasing volunteer capacity is underway, so how do we do the same for the Board?
- I’m coming to the realization that our current organizational structure where certain board members serve as staff *and as board members* present a conflict of interest. I would like to discuss when/how we can transition to creating stronger boundaries between the board and staff.
- **PROGRAMMING**
 - Our pilot, local, news program continues to air every Friday at 11:30 am for ½ an hour. We have run it again at other hours (usually 4pm) It also has been running on KWTF over the weekend.
 - We are meeting with all the volunteer programmers again on Tuesday, March 1st.
 - All programmers need to arrive at least 10 -15 min before the start of their show
 - All shows are required to have an intro and/or them music
 - All shows are required to have an outro
 - All programmers must be current with their dues
 - All programmers must promo the show that follows their own and at least one other show during their program
 - All programmers will be required to attend the monthly programmer meeting or risk losing their programs
 - All programmer are required to fill out a form (Binder Information Form) that will help us keep track of all of the above
 - We continue to work out the policies and procedures related to revamping KBBF programming.
 - We have pushed back the date to begin evaluating our existing programs to March 2016.
 - Certain programmers continue to arrive late (or not show up at all), miss meetings and appear resistant to having a “boss”. This dynamic/culture is difficult to change.
- **FUNDRAISING & REVENUE**
 - I’m working with Helen on getting a strong sense of how much it takes to run this station on a yearly, quarterly and monthly basis. Once I have this information, I will establish monthly goals and realistic budgets for all our projects including monthly events, website development, equipment replacement/repair, meeting costs, outreach, etc
 - We still do not have the complete donor agreement with the Foundation memorializing the donation to hire a GM. It is clear, however, that we will need to match the second 50K donation 100%. The deadline for that match is in 2017.
 - We received the funds from our Wells Fargo underwriting contract.
 - We have tentatively scheduled the Spring on air fundrive to happen on or near KBBF’s birthday on May 31st. Pulling off a week long drive may require the Board to put in more time that month.
 - I am exploring hiring a fundraising consultant to work with Alicia and myself to go after major donors and major underwriting. The consultant has specific experience in securing

grants for public radio. She thinks that seeking grants may not be the best route for us at this time.

- **MONTHLY KBBF EVENTS**

- The monthly events at Corby are in transition. It is clear that we have exhausted the capacity of certain board members to bottom line a KBBF event every single month.
- Alicia is planning the March event – the theme involves Cesar Chavez (?).
- Santos and myself are planning an April, Dia del Nino event. The date is April 23.
- May event will be a Mother's day event, there exist issues around who should lead this effort and what it should be like.

- **UNDERWRITING**

- I submitted a proposal to the City of Santa Rosa through Jaime Penaherrera for underwriting in mid-January. Jaime would like for us to broadcast Santa Rosa City Council meetings. We are continuing the dialogue. He basically rejected our initial proposal as costing too much \$.
- I am meeting with city council member Julie Combs on Monday to get advice on navigating the various city players and how to get underwriting from the city. I'd like to approach other government entities and engage them on the subject of outreaching to Latino communities through KBBF. Any ideas or allies on the board in getting this done is greatly appreciated.
- I am working on getting us more volunteers to seek major underwriting. Edgar needs more people to work with him on this effort. I plan to get more involved in major underwriting.
- I would like to do a formal underwriting campaign that targets North County non-profits to become members/underwriters with KBBF. I'm looking to find volunteers to assist with this.

- **MISC.**

- NFCB Conference in Denver this summer. I would like to attend.
- We have our first volunteer orientation meeting in 2016 today at 2pm. We plan to have these meetings every other month. The next volunteer orientation is on April 30th at 2pm. Please help me outreach for the volunteer meetings.
- We need volunteers for outreach, underwriting, Finley clean-up, board operating, and producing promos, underwriting announcements, and PSA's
- I think we should work more with Los Cien, the Hispanic Chamber, La Prensa Sonoma, Latinos Service Providers and other Latino focused groups.