

GM BOARD REPORT – January 30, 2016

- **FINLEY PROPERTY**

- Over the holidays we had a trespasser sleeping at the property, the person was arrested but it remains unclear whether this person will be back. Owners of an adjacent parcel of Land (Richard of Realty Associates) had a stay away order placed on the individual so that may help.
 - I sent a document to the board with various e-mails cut and pasted into it to keep the board posted on this issue, please refer to that for more information
 - The gate is still locked but that is not keeping anyone from walking in
- We received a letter from the City of Santa Rosa ordering us to clear out the garbage at Finley. SRJC just cleared the trash from their part of the parcel and it appears that their clean-up costs were in excess of \$3,000 (I have not confirmed that figure). The bottom line is that we need to clean up Finley and deal with this issue in 2016. My last bulletproof here is cut and pasted from my last GM Report.
- Alicia and I are meeting with a city compliance officer on Monday Feb. 1st.
- We need a long term plan to deal with this land. It is historic, it has value and it needs to stop being a pain but rather an asset that we value. If it needs to be rezoned, then let's explore that. If we need to swap the parcel with someone else's, let's do that. If we need to engage government officials to help us out, then let's do that. We need action on this issue. I recommend that the Board get more involved and make this issue a priority in 2016. We urgently need to focus on this issue and get a plan of action in place.

- **KBBF INTERNET PRESENCE**

- Priority – New website for the coming year, 2016. Take a look at 10-26 board report for 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.
 - I am looking for the board to agree to invest the funds from the last fund drive to this project, I think that amount is around \$5,000.
 - I would like various bids for this project, I am speaking with a business called Front Group next week to move the project forward.
 - I urge board members to take a look at community radio websites to get a sense of what we might be looking for

- **BOARD RECRUITMENT and BOARD RETREAT –**

- The goal remains having a full board by early 2016. That is 8-11 board members.
- We held a Board retreat dedicated to programming on Saturday, 1-23-16. We mapped out what we are looking for in terms of new programming, evaluating programs and improving our current programming
- Our holiday party/gathering in December was not well attended. It was curious since we had polled the programmers about their preferred date (a Friday or Sat) and yet many did not attend. I propose we do something smaller next year unless the volunteer programmers themselves help organize and commit to attending

- **PROGRAMMING**

- Our pilot, local news, program continues to roll along despite Francisco Lozano's departure to Los Angeles. David, Edgar and myself have kept the project alive but it is clear to me that I cannot continue to be one of the drivers of this project.

- The show continues to air every Friday at 11:30 am for ½ an hour. We have run it again at other hours and as long as we produce it we should try to air it a few times before it goes stale.
- We met with the programmers on Tuesday, Jan. 19 to discuss the coming changes/alterations to our grid, for now we will be requiring the following for all our shows
 - 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
- I intend to meet with the programmers every month, next meeting is tentatively set for Tues. February 9th at 5:30 pm
- We continue to work out the policies and procedures related to revamping KBBF programming. A lot was accomplished at our programming retreat. Alicia and I will be meeting to integrate and formulate our new direction
- We will begin evaluating our existing programs in February 2016
- **FUNDRAISING & REVENUE !!**
 - I still (!) need to get a good sense of how much it takes to run this station on a yearly, quarterly and monthly basis!
 - Alicia and David met with the donor of the funds for the GM salary, it appears that we should be able to access the 1st \$50,000 of that \$ sometime this month. The second donation of \$50,000 will need to be matched 100%
 - We will have a donor agreement with the Foundation to memorialize the donation and KBBF's expectations in regard to the second 50K
 - We sent out the invoice for our WF underwriting contract, what % of those funds should be used placed in the Foundation fund for future salary?
 - We have tentatively scheduled the Spring fundraiser to happen on or near KBBF's birthday (May 31st) and will do another week or so in December of 2016
 - All of the premium gifts and thank you letters have been sent out for the December fund drive. Thanks to Board President Alicia Sanchez for taking that on and getting us cleared out and ready for the next one
 - I need to recruit more volunteer underwriters. Our underwriting efforts needs to be ramped up. This is an election year, we should a place that people look to in order to get their message to Latinos in the Northern CA
 - Myself and other board members are meeting with folks from the SRJC to explore grant opportunities with them
 - I submitted a proposal to the City of Santa Rosa through Jaime Penaherrera for underwriting in mid-January. I have spoken with Jaime since then and he thought our figures were too high (surprise!) but they remain interested. Jaime would like for us to broadcast Santa Rosa City Council meetings. Not sure about that, given that our signal stretches way beyond Santa Rosa but we are continuing the dialogue
 - I also need to contact the City Manager for follow up since, according to council member Julie Combs, the city manager is actually the person who can disburse funds
 - We need a formal grant committee to help us pursue grant opportunities through the city of Santa Rosa, Wells Fargo and other org?. It would be great if we could hire a (short term) consultant with

specific experience in securing grants for radio. That could pay for itself if we get the right person

- The monthly events at Corby are in transition. It is clear that we have exhausted the capacity of some board members to bottom line an event every single month. We still need the regular monthly extra income but have to rethink our strategy in terms of capacity and what we realistically can expect from having the Corby hall available to us once a month for free
- I would like to see us sponsor more media events in exchange for a small fee (?) or other ways to make revenue with little effort (although there may not be such a thing)
- Alicia Sanchez, I believe, is planning a report on our finances to present to the board today

- **UNDERWRITING**

- Our special holiday underwriting project was a bust, zero sales ☹
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 - I'd like us to approach other government entities and engage them on the subject of outreaching to Latino communities through KBBF
- Josue and I attended a Latino Service Providers luncheon where we made it clear that non-profits could benefit from having their announcements on our airwaves. Perhaps we could do a formal underwriting campaign that targets No. County non-profits to become members...
- We have a separate e-mail address for underwriting, it is underwriting@KBBF.
- We need to approach the JC about underwriting. It appears that one of our programmers submitted a Federal grant that mentions KBBF's efforts in terms of informing students about junior college opportunities

- **Misc**

- NFCB Conference in Denver this summer
- Call out for volunteers to increase our capacity in all areas of the station