

GM BOARD REPORT – March 26, 2016

- **FINLEY PROPERTY**

- I wrote an appeal to the City's notice to Repair and/or Abate and Alicia filed it with the City in the first week of March
- Finley clean-up is almost completed. Alicia took the lead on the clean-up. Alicia and other volunteers did a tremendous job in getting it done. The dumpster was filled and was removed from the property on Friday. Some paints and other stuff is still there (the pile under the boat for example)
- Next step is to update Mike Reynolds and Mark Maystrovich on our progress on Finley.
- It remains to be seen if our current lock keeps anyone from dumping more garbage on the property. I have not heard from adjacent property owner Richard Ersted (Realty Associates), complaining about the state of the Finley property for a few weeks now.
- ***The Board still needs to create long term plan to deal with the Finley property.***
- I continue to 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 contacting a few more web designers (New Paradigm Marketing, LINK Creative and Zenergy works among others)
 - Projected deadline for the new website remains 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.

- **BOARD RECRUITMENT and BOARD RETREAT –**

- The goal remains having a full board by early 2016. That is 8-11 board members.
- We held a “happy hour” at Remy’s restaurant on March 23rd that was well attended. We need to follow up with the folks who attended and make an outright ask for them to join us in some way.
- It remains a priority to increase our Board recruitment despite our busy schedules. This needs to be a priority for the Board. We have increased our volunteer capacity (with Sally, Kimberlee and Dwight) We to do the same for the KBBF Board
- 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 and again at 4pm. It also runs Saturday and Sunday at 6pm.
- I am proud of our efforts in regards to special programming for IWD. I think it went really well. Thank you to Josue for his efforts.
- We are planning a programming special on Cesar Chavez’ birthday on Thursday, March 31

- Josue is pursuing an agreement with Audio port to carry Pacifica programming and fill in the current gaps in programming. We need to move faster on doing that. People will not see our evolution if they do not hear it happening on the radio and over the airwaves.
- Next volunteer programmer meeting is on Tuesday, April 1st. It is also the deadline for the following. Programmers risk suspension if they do not do/have the following completed.
 - 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 (most have completed this)
- We continue to work out the policies and procedures related to revamping KBBF programming. 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.
- We have pushed back the date to begin evaluating our existing programs. I am now unclear about the Board's preferred method of getting this done.
- **FUNDRAISING**
 - We still do not have the complete donor agreement with the Sonoma county Foundation memorializing the donation to hire a GM. We need to get that first 50k under our control or risk being overdrawn in the next few months. Recall that we will need to match the second 50K donation 100%. The deadline for that match is in fall 2017.
 - The Spring on air fundrive is scheduled 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 unsure if we have the capacity or the will to do it.
 - The fundraising consultant I found to work with Alicia and myself to go after major donors and major underwriting is ready to start the process. She has experience in securing grants for public radio. Again, I am not sure if we have the money, board capacity or will do hire her.
- **BUDGETING AND FINANCES**
 - Our current fiscal controls in not in accord with good non-profit practices.
 - I met with Helen and now have an idea about how much it takes to run this station on a yearly, quarterly and monthly basis. We ran a serious deficit in January.
 - Calendar year 2013 our average monthly income was \$3,945 and average monthly expenses was \$3,756
 - Calendar year 2014 our average monthly income was \$6,271 and average monthly expenses was \$5,321
 - Calendar year 2015 our average monthly income was \$6,010 and average monthly expenses was \$5,264

- I will establish a budget with monthly goals and realistic projections for all our projects including monthly events, website development, equipment replacement/repair, meeting costs, outreach. This task should be completed by our next board meeting.
- Our current fiscal controls in not in accord with good non-profit practices. I was alarmed to discover that we paid over \$300 in overdraft fees to Exchange bank in December.
- Helen needs to receive financial information from us in a much more timely manner (deposits and checks written). I want to change how this is handled but need the entire board to be in agreement with this.
- She can write checks and reconcile our statements on a monthly basis for \$80 a month, I think we can get that amount lowered if we offer an exchange with underwriting.
- **MONTHLY KBBF EVENTS**
 - The March event screening the Cesar Chavez movie went well. I do not know if we made any money but I am pretty sure we did not lose any.
 - Santos and myself are planning the Dia del Nino event. The date is April 23.
 - May event will be a Mother's day event planned by Margarita Rosas
- **UNDERWRITING**
 - I want the board to reconsider the commission paid for underwriting.
 - I have approached government entities on the subject of outreaching to Latino communities through KBBF, Everyone needs to be doing this.
 - I met with the Sonoma County Children's museum and ACLU about underwriting
 - I am working on getting us more volunteers to seek major underwriting. One such volunteer is a woman named Kimberlee Anderson
 - We are targeting orgs/businesses that have underwritten with us in the past.
- **MISC.**
 - I met with city council member Julie Combs she is interested in assisting us and even becoming a board member
 - NFCB Conference registration needs to be completed
 - Our next 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.
 - I was part of a panel at SSU's Social Justice week and attended the Hispanic Chamber mixer in March.