

## GM BOARD REPORT – May 28, 2016 (draft)

- **FINLEY PROPERTY**

- We won our appeal with the City and have been granted more time to repair/abate/demolish at 4010 Finley. Our new deadline is September 4<sup>th</sup> and I believe it to be a hard deadline which we cannot miss!
- It is now clear that we need to demolish the unpermitted conference room and board up the main building. The inspections needed before that work could be done have been completed. Now we need to find the contractor who can do the work for us (or at least pull the permits!) before our September deadline. Bernie is looking for that person and we could use suggestions.
- The Finley property clean-up is completed. Alicia and the many volunteers did a TREMENDOUS job. This month's Radioland column in the Gazette has the list of names we publicly thanked for all their incredible work. It is so great that we got that done!
- The California Conservations Corp removed all of the tires (265!) over two days in early. We are now in discussions about continuing our collaboration with them by holding a community e-waste recycling event in July, hosting interns and will be running a recruitment announcement for their jobs program
- The electricity at Finley has been restored. Both Andre and Bernie ensured that the property was ready for PG&E service. They also installed new flood lights for the property. Hopefully, this will help deter any new trespassers.
- I met with the Santa Rosa City manager to discuss Finley on 5-26-16. He suggested that we meet with county officials as well. He said that he would speak with his staff and get back to me with his suggestions/ideas. He seemed sympathetic to our cause but was not sure what he could do for us. I forgot to ask him about our fines!
- ***The Board still needs to create a comprehensive, long term, plan to deal with the Finley property. We need a realistic timeline to get us where we need to be***

- **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 have re-prioritized the website revamp and have gotten us back on track!
  - I contacted a few web designers/developers and plan to choose a company this month. The entire project will be done this summer with a planned fall roll-out.
  - I still would like to 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 –**

- I am pleased that we have added a new Board member for KBBF. Welcome Veronica Reina! I am really looking forward to working with you.
- The goal remains having a full board by early 2016. That is 8-11 board members.

- The Board still should keep recruitment of new members a priority. I think we are somewhat behind on this effort.
- Our current organizational structure where certain board members serve as **staff and as board members** is not working for me or this organization. I would like to see the board set a deadline for when Board members have to decide which role they prefer and go from there.
- **PROGRAMMING**
  - Lideres del Futuro- At this point in time, and for various reasons, I am opposed to his reinstatement. I feel it is a management issue solely under my purview. While I am open to hearing the Board's views on this, I'd prefer if we were united behind my decision to accept his on-air resignation and leave it at that. Whatever happens, I think it is important that the Board respond to his last written communication.
  - We could use the energy and interest in KBBF right now to launch a community advisory board (CAB). Many public stations have such a group and it could be a great resource for organizing all around the county.
  - 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. We continue to actively recruit writers, reporters, editors and producers for our news effort.
  - I continue to feel an urgency for changing our programming (*though not necessarily changing the people who program, just adding new voices and switching shows around*) Listeners will not believe in our evolution if they do not hear it happening on the radio, over the airwaves. I continue to speak with programmers about the proposed changes and plan other programming changes to go into effect either June or July of this year.
  - Next volunteer programmer meeting, (1<sup>st</sup> Tuesday of the month) happens while I am in Denver. I am not sure yet if we will have the meeting or reschedule it for when I return.
  - Programmers continue to 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/suspension from their programs. This applies to every programmer!
    - 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 direct report. This



dynamic/culture is difficult to change but I remain committed to changing it and I need the Board's help to do that. I think KBBF will be better served when we are working more as a team and not just separate individual programmers.

- **FUNDRAISING**

- We are in fund drive that began on Saturday, May 21<sup>st</sup>. We kicked it off at our Mother's day celebration and it could continue until today.
- On Tuesday, May 31<sup>st</sup>, we will celebrate our KBBF birthday. We plan to pre-empt our programming from 2pm to 11pm. We will have a small celebration in our conference room from 6-9pm with cake and drinks. We have invited community/party members to say a few words on the air from 8-9pm.
- The fund drive continues on for one day on Tuesday, where we are looking for 45 calls of support! All the callers and all our guests on Tuesday will be entered into our KBBF fundraising raffle where the grand prize is our last Donald Trump Pinata.
- We now have drawn the 1<sup>st</sup> half of the funds from the Sonoma county Foundation, over \$30,000. It is in our savings account.
- Remember, KBBF needs to match the second 50K donation 100%. The deadline for that match is the end of this year 2016 and the beginning of the matching period is fall 2015.
- We received \$2,500 from the Wells Fargo Foundation (we had asked for \$10,000!) but we are happy to be supported by them. Funds are set to be used for the website.
- I attended a free 2 hour workshop in SF (with new board member Veronica Reina, thank you Veronica!) on securing major donor gifts. It is called the Benevon model and appears quite promising. I would like the board to discuss implementing the model. It takes 6-12 months to do and requires a small team to fully implement.

- **BUDGETING AND FINANCES**

- 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'm still working on establishing a budget with monthly goals and realistic projections for all our projects including monthly events, website development, equipment replacement/repair, meeting costs, outreach.
- Helen from Kochenderfer Business Services is now writing all our checks and reconciling our statements. We are still working out this process. I will deliver a more thorough financial report to the board as soon as we get all the processes together. This is taking longer than I initially planned.
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- **KBBF EVENTS**

- KBBF's Mother's day event made XXXX.
- The capacity for us to continue monthly events remains tapped. We need a new model for our community outreach/fundraising.
- Prune Packers Baseball team. We are an official sponsor of the team (at no cost to us) which means our KBBF banner will hang at every home game (at no cost to us, including making the banner) and we will have a KBBF night at the ball park where people will be encouraged to donate to us. We do not have a date yet for that event.
- I am planning a community e-waste recycling event with the California Conservation Corp. This would happen out in the parking lot. Tentative date is July 23<sup>rd</sup> but we are still in the very early planning stages.
- I'd like to see us to more town halls, panel discussions, forums and author talks in the future. Capacity for that remains an issue. Are there board members willing to work with volunteers on a specific project? How can we find people willing to lead and/or work on this? Given that this is an election year, there is a lot of opportunity to do this stuff.

- **UNDERWRITING**

- For the second month now, I am reconsidering the commission paid for underwriting. I think the industry standard is 20%.
- I have approached government entities & various businesses on the subject of outreaching to Latino communities through KBBF, Everyone on the board could help out with this.
- We are trading memberships with Go Local and I hope that could lead to more underwriting opportunities.
- Our project sending a letter and underwriting brochure to over 60 businesses/organizations who have underwritten with us in the past is completed. Edgar is following up on those letters with phone calls.

- **MISC.**

- The Radioland column is up and running again. Check out the latest column where we highlighted our KBBF birthday, the fund drive and the Finley clean-up.
- I will be at the NFCB Conference during the second week in June. I am really looking forward to the conference and connecting in person with others involved in bilingual community radio. My flight leaves from SFO on Tuesday and returns early Saturday.
- We are sponsors of the Berkeley World Music festival with our logo on the poster. John Santos is the headliner this year.
- We will likely be a media sponsor for the Latino Independence day celebration at the Luther Burbank Center.
- We need a lot more volunteers for outreach, underwriting, board operating, producing promos, underwriting announcements and PSA's.
- I continue to work with Los Cien, the Hispanic Chamber, La Prensa Sonoma, Latinos Service Providers and other Latino focused groups. Ricardo Ibarra from La Prensa Sonoma is going to have a pilot show starting this May on Mondays after the sports show.