

## GM BOARD REPORT – June 25, 2016

- **FINLEY PROPERTY UPDATE**

- We have made tremendous gains with the Finley property since first learning that we had been subject to both illegal dumping and trespassing. This project shows what we can do when we work in concert to reach goals. Thanks to the Board & staff volunteers who have contributed to our success.
- As you all know, my winning our appeal with the city gave us more time to bring the Finley property back up to code and into compliance. September 4<sup>th</sup> is the new deadline with the city to comply with the repair/abate/ demolish order. This is a hard deadline, we must not miss it.
- I have been working with our consultant, Bernie Hovden on Finley and we have met twice this month to ensure that this project moves forward. Many thanks to Bernie for helping me stay on top of the issue.
- I have divided the work still needed to be done into a series of stages. Before any of the work laid out below can begin, we need to remove a refrigerator and a temporary stage from the conference room. A decision needs to be made on what we do with the stage and whether we contract someone to haul the refrigerator away.
- The Finley project is happening in stages
  - Stage one is demolishing the conference room. The inspection is complete and we are in the process of choosing a contractor to pull the permit and do the work. We plan to choose the contractor as early as next week and have the work done in July
  - Stage two is the repair and board up of the main building, we have solicited bids for this work and will be choosing a contractor shortly. The building has holes that need patching before it can be boarded up.
  - Stage three is the painting of the boarded up building, this work does not need a permit but it needs to be done before the final inspection. We are hoping to use volunteer labor for this stage of the process.
  - Stage 4 is the final inspection by the City, we anticipate this happening in mid-August giving us a few weeks before the deadline to make any changes required by the City. Again, September 4<sup>th</sup> is the hard deadline on all this.
- There is now an impressive fence that surrounds Finley that was put up by the SRJC. It looks very secure and has barbed wire on top. It looks like the only way in now is through our gate on the road. We need to discuss how we are going to ensure that the gate is not compromised in the future. We do not want any more illegalities happening on the site.
- ***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 want to be***
  - In September, when we have met our deadline and the property is “stabilized”, we will definitely need a plan on how we move forward

- We need to get the property appraised and the Board could explore ways to do that at minimal cost.
  - We need to come up with a variety of options for the future of the property.
- **NFCB CONFERENCE DEBRIEF**
  - I had a great time in Denver at the conference and learned so much it is difficult to choose what to highlight. I did have an amazing brainstorm session with folks from the Latino Public Radio Consortium who had been following KBBF and knew of our past “issues”.
    - **La Nueva KBBF** – from that conversation, I have decided that we need to re-brand the station with new programming and implement an integrated horizontal/vertical grid which logically lays out when we air Spanish Programming and when we air English programming.
    - We anticipate that this move will require us to record all new promos.
    - I want to roll out the “New KBBF” in the fall.
    - I want to start a program/campaign called “**KBBF Radio Amigos**” which encompasses fundraising partners and volunteers into our radio community
    - I brought back some textbooks/modules (in Spanish!) on learning about and producing community radio. The books are recent (2012 and 2014) and one is solely dedicated to bringing women into the radio profession. I want to start a general media education/training program using these books in the late summer or early fall. I am actively looking for a teacher for this work
    - I met with a vice president at the CPB at the Denver conference about repairing our relationship with them. She said that the inspector who originally wrote the report on KBBF is no longer at the agency (which is a good for us) but that she could not see us re-establishing a relationship without us making some progress on our \$65,000 fine (which is not so good for us) . We need a Board plan on how to do that, I’m not sure at this time what the best approach is.
- **KBBF INTERNET PRESENCE**
  - Still working on this project, but alas in fits and starts. The 10-26 GM board report details what the site should be able to do
    - The website revamp is a priority but it has been difficult to stay on track with this project.
    - I have contacted a few web designers/developers but have not been able to move beyond that yet. This is a project is one which I consider very important yet other matters seem to be taking up a lot of my time.
    - We will be streaming by the end of the year, I am committed to that.
- **BOARD RECRUITMENT and BOARD RETREAT** –
  - Board unity and lack of any movement on board recruitment are handicapping my ability to run this station in the manner under which I was contracted.



- There are Board dynamics (which I inherited) and relationships which are becoming dysfunctional. Holding "Board" meetings without every board member present is a troubling sign for any organization.
- I think we should consider hiring a conflict resolution consultant to bring in fresh eyes and help us work through the current KBBF Board conflict. That person could present us with options on the best way to move this non-profit forward.
- **KBBF PROGRAMMING**
  - I continue to feel an urgency to 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 want to re-brand us as the New KBBF (La Nueva KBBF) with new programming debuting in the fall.
  - I continue to speak with programmers individually about some of my proposed changes. Most are receptive and eager for change to happen. Again, I would like for the changes to go into effect by the fall of this year.
  - Lideres del Futuro- I remain opposed to Rafael's reintroduction to our community. This continues to be a management issue solely under my purview and show's reinstatement would send a very bad message to the community about who is in charge of this station.
  - This Board conflict is one in which we may need outside assistance since I remain firm in my management decision.
  - However, the Board could adopt the following policy: ***Anyone programmer who resigns live on the KBBF airwaves is barred for one year from the KBBF airwaves but may petition the General Manager for reinstatement (again no sooner than one year from the resignation). The General Manager would have the sole discretion for reinstatement but is advised to consult the Board and programmers in making a final decision after the one year suspension.***
  - I would support the Board in voting for adopting the above policy.
  - The lack of a written response to Rafael's return has made matters worse, in my opinion, and indicates a larger Board problem that needs to be addressed. The community deserves to know where we stand and we need to issue a response.
  - I want the decision which was voted on at the last meeting to stand and object to the issue being revisited.
  - In the absence of coming to an agreement, I again propose that we engage an outside consultant to lead us through a conflict resolution process and help orient us back towards the future.
  - I continue to believe that we should use the energy and interest in KBBF in the Latino community 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.
  - Next volunteer programmer meeting is on Tuesday, July 5<sup>th</sup>.

- As I have stated in writing many times, programmers continue to risk suspension if they do not do/have the following completed. These are policy guidelines that apply to all our programmers.
  - 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 theme music
  - All shows are required to have an outro
  - All programmers must be current with their dues or have made other arrangements
  - All programmers must promote 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! Programmers who have only attended one meeting in 6 months will be the first to be suspended
  - All programmer are required to fill out the form (Binder Information Form) that will help us keep track of all of the above.
- 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.
- Josue and I are meeting regularly around changing KBBF programming. We also need to change our current programming culture but lack of Board unity is hindering the process to an unforeseen degree.
- Nevertheless, we plan to begin a mini-training program for those who are already familiar with us and those who have radio experience so that we can get more programmers on the air as soon as possible.
- **FUNDRAISING**
  - We completed are spring fund drive and our 1 day special birthday drive. Alicia began the post pledge drive (with new volunteers Carla and Elvira) tasks but this process is now stalled.
  - I need the pledge sheets and pledge sheet totals in order to get this effort back on track. I have asked Alicia for them but have not been given a response.
  - Recall that KBBF needs to match the second 50K salary donation 100% that is held with the Sonoma Community Foundation. The deadline for that match is the end of this year 2016 and the beginning of the matching period is fall 2015.
  - We received the \$2,500 check from the Wells Fargo Foundation!
  - I want the board to implement the Benevon model of fundraising. It takes 6-12 months to do and requires a small team to fully implement. Board member Veronica Reina was interested in spearheading this but it appears that she has not gotten any traction from her fellow board members



- **BUDGETING AND FINANCES**

- Averages for KBBF finances according to Helen from Kochenderfer Business Services
  - 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
- The above is calendar year averages, yet I made our budget using a fiscal year (July 2016 to June 2017). I think our average total will be \$7,000 to \$8,500 a month but am figuring out the numbers. Helen has been on vacation so I could not get certain questions answered. However, her employee Tracy was a great help.
- The attached budget is a ROUGH DRAFT, numbers have not been confirmed!
- Our fiscal year begins on July 1<sup>st</sup>, the attached budget, it is definitely a work in progress. I can explain some of the assumptions I made at the Board meeting, Helen on vacation was a wrinkle I did not anticipate when I began this project a few weeks ago.
- This type of projected budget has not been created in a while for KBBF so it is taking me some time to reconcile all the figures, they are subject to change at this time!
- Alicia was transferring \$5,000 a month from savings to checking to cover my salary before we received the funds from the Sonoma Community Foundation so I am not sure how that will affect the breakdown what our true income was last year.
- KBS continues to write all our checks and reconcile our bank statements. We are still working out this process. Alicia's lack of communication with me is hindering the process.
- As a Board, we need to decide how much \$ we plan to raise through donors, on air fundraises, letters, underwriting and memberships. We also have to decide where we want to focus our spending.
  - For example, if we decide that we want to get a majority of our budget from underwriting then it makes sense to invest in (read hiring) someone to focus on underwriting
  - If we decide that we want to focus on getting major donors then it would make sense to hire someone who would help us in that arena.
  - I have been thinking of various ways to compensate people and move away from just relying on all volunteers .
- One big thing on fundraising that I learned from the NFCB conference was the push to find sustaining members as donors. These are people who have pledged to give a certain amount of every month (say \$5.00 or \$10). I think it might even make sense to have our programmer be enrolled in this type of program in lieu of dues. We could make it just between \$5 and \$10 per month.

- We need to review our membership rolls and set up a program for renewals. Veronica has said she is interested in working with our databases but is unsure how to proceed at this point.
- **UNDERWRITING**
  - I have found a dedicated volunteer, Israel Velasquez-Munoz who will be here every Friday supporting Edgar's underwriting efforts
  - 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. I am engaging with members of Los Cien.
  - 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 but he has a lot on his plate given his other responsibilities. Perhaps with Israel's help things will improve.
- **STAFFING /VOLUNTEERS**
  - Sally continues to work with us as our receptionist in the mornings on TWTh. She completed all of her 275 hours!
  - Dwight has been very steady with Simian and creating logs, he has over XX hours
  - Carla is coming in for the full day on Mondays and has worked on post pledge drive tasks. She is staying on with us despite completing her hours
  - Israel comes in for the full day on Fridays and is working on underwriting. He plans to be with us until late August.
  - Thursday night has a lot of volunteers coming through for the Calendario and news production.
- **KBBF NEWS SHOW**
  - Edgar continues to put the show together every Thursday night, he has done a great job with that effort!
  - David Ransome and David Janda have been tremendous anchors to this effort. We continue to meet every Tuesday at 4pm. We need more writers/reporters and want to expand!
  - All the translators have been awesome (Josue, Nora, and Cesar)
- **KBBF EVENTS**
  - The capacity for us to continue monthly events remains tapped. We need a new model for our community outreach/fundraising.
  - Event planning without more staff or a board input is nearly impossible given all the other items on my plate.
  - I am still planning a community e-waste recycling event with the California Conservation Corp. However, without more Board or volunteers I do not see it happening.
  - Overall, I really want to see us host 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, board unity and capacity remains an issue.
- **MISC.**
  - The Radioland column is up and running again.
  - We were sponsors of the Berkeley World Music festival with our logo on the poster. John Santos was the headliner.
  - Still working on us becoming a media sponsor for the Latino Independence day celebration at the Luther Burbank Center in the fall.
  - We need a lot more volunteers for outreach, underwriting, board operating, producing promos, underwriting announcements and PSA's.
  - I continue to attend meetings/events with the Hispanic Chamber, La Prensa Sonoma, Latinos Service Providers and other Latino focused groups.