

GM BOARD REPORT – July 30, 2016

The following report was done despite having lost two people (Alicia Sanchez and David Janda) as KBBF staff since June. The Board needs to be aware that this radio station cannot be run with just Josue, court volunteers and myself. The circumstances under which I was hired have changed dramatically. The station simply needs more bodies to run it. There is a lot that I can do but without a working, communicating, collaborating team/Board then I feel I am doomed to fail. We all are. This situation needs to be addressed asap.

- **FINLEY PROPERTY UPDATE**

- September 4th is the deadline to comply with the City's repair/abate/ demolish order. This is a hard deadline, we must not miss it.
- I signed a contract with Michael from Wolf Contracting to do both the conference room demo and the building board-up. The work has been delayed due to unforeseen circumstances at Wolff contracting. But as of now, all the permits have been pulled and work is set to begin on August 8th and the work should not last beyond August 17th. That leaves us the last two weekends in August to paint the boarded up building.
- In pulling the permits and dealing with the city, Michael told me he had never seen city staff react so negatively to work being done on a piece of property. The city made it clear to him that when it came to Finley, all i's must dotted and all t's must be crossed! Apparently, Richard Erdsted continues to *regularly* complain to the city about the property. I suggest we keep this in mind as the Board decides the long term future of Finley.
- In my last GM report I divided the work needed to be done at Finley into a series of stages. But before any of the contracted (paid) work could be done we had some tasks we needed to complete.
- We needed to remove the refrigerator and a temporary stage from the conference room. Alicia and Francisco Santos and Bernie were able to remove the fridge from the conference room but it is still on the property (as well as the stage). We still need a plan to haul the refrigerator away and deal with the stage.
- Another task that needed to happen before the demo was the clearing out of the small wooden shed that is attached to the conference room. We got that done.
 - Andrea, Allen, Lorenzo and Josue did a tremendous job in clearing out the shed. It was not an easy task.
 - There was a ton (really) of rat feces all over everything. The team managed to box up over 75 boxes of reel to reel tapes, cassettes, files and other stuff. It has all been moved to the red storage shed, which is not water or critter proof. But at least we were able to save thousands of hours of KBBF sound from the past.
 - The project is ripe for a grant of some sort to help convert some of the files to digital. Many thanks to the team for getting the shed cleaned out and ready for the demo.
- Finley Project Stages.

- Stage one is demolishing the conference room, estimated begin time – August 8th, 2016
 - Stage two is the repair and board up of the main building, that should happen right after the demo is completed.
 - Stage three is the painting of the boarded up building. Programmer Pablo Rivera has offered to lead this project. We should be ready to paint by the weekend of August 20th, 2016.
 - Stage 4 is the final inspection by the City. I now anticipate this happening in late August leaving us very little time to make any changes required by the City before their September 4th deadline. We are cutting this close!
- 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. It looks like Finley is finally secure!
- **Another Finley issue is the Notice** we received from the SR Fire department to mow and clear out overgrown weeds since it is a fire hazard. We received a notice from them on July 11th that we needed to clear the property in two weeks.
- I have been able to get us an extension to the yard work otherwise the city will come in and do the work and bill us for it (at a potential enormous cost). I think we should pay someone to come in and do it this weekend or this coming week.
- We now have until Saturday, August 6th to get this work done (which fits in right before the contracted work is set to begin)
- ***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. I can't stress this enough!!***
- **SONOMA COUNTY DEVELOPMENT COMMISSION RFP**
 - The RFP is due **Thursday, August 4th**. It is a lot of writing and requires us to think big when it comes to KBBF's future.
 - I am not sure how to interpret the lack of response I have gotten from the board on this opportunity. Should we even pursue this?
 - I sent out the RFP a couple of different times and have circulated a draft of our response (that needs a LOT of work). We could do it if the board is willing to devote some significant time within the next few days to the project. It would be sad to miss this opportunity and not even try for it. This RFP is just the sort of long term project a Board would be involved in.
- **NEW KBBF WEBSITE AND 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
 - Board member Veronica has offered to help with this project. I am hoping with her on board things will begin to move forward again.
 - The website is a priority but it has been difficult to stay on track with this project.
 - This is a project is one which I consider very important yet other matters seem to be taking up a lot of my time and lack of board/staff has made things difficult
 - I want us to 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 not in the best interest of the station. Directors need to be clear on what their roles are, how they will be held accountable and how they can work with the GM to get our collective objectives met. This is not happening and it is a source of frustration to me. Communication (both frequency and method) remains an issue.
 - The conflict resolution consultant I found for our last meeting was helpful and allowed us to move past the Vasquez resignation but I have not really experienced the board working together and that has hindered my ability to do my job effectively. I cannot do this alone! What is the plan to increase our mutual communication and effectiveness? This needs to be put in place.
- **KBBF PROGRAMMING**
 - I continue to feel an urgency in terms of 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 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.
 - 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, August 2, 2016.
 - Josue and I are meeting regularly around changing KBBF programming. We are in agreement about the changes but the existing programmer culture is still a challenge. The lack of Board unity with the direction I should be taking in terms of programming is also hindering the process.
 - Nevertheless, Josue, Edgar and I are planning 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. The program is set to begin in late August. We have a lot of programming holes to fill!
- **FUNDRAISING**
 - I am still working on completing all the post spring fund drive tasks. Lack of staff is making the process difficult. I am doing the best I can with our volunteers.
 - Recall that KBBF needs to match the second 50K salary donation 100% (the salary funds held at 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.
 - I want to hold a membership drive in August with just promos and announcements. Programmers could make a short pitch about membership that airs throughout the day. The capacity for us to do this remains an issue.

- I just want to do something to keep checks coming in before the next on-air fund drive in December.
- We need to raise money to pay for staff, even if just as independent contractors. The current model relying on all volunteers works for some tasks can work but crucial duties are falling through the cracks when they fail to show up on a regular basis.
- I still would like to see the board implement the Benevon model of fundraising. It takes 6-12 months to do and requires a small team to fully implement.
- There are other models out there that we could follow. I went to another 2 hour workshop on donor relations in Berkeley last Wednesday that had a good approach but this all takes more than one person to implement.
- **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).
 - Our savings account has a little over \$36,000 in it.
 - I created a very rough draft of a budget for my last GM report but there has been no discussion about this radio station's fiscal health. I'll be candid here since it is so important - the board has dropped the ball in this area.
 - KBS continues to write all our checks and reconcile our bank statements. We are paying our bills and my salary but that's it. There is no long term planning or Board fundraising happening which is a concern to me.
 - As a Board, we need to decide how much \$ we plan to raise through donors, on air fundrives, 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 volunteers (that is limiting us)
 - I would like us to hire the following people (as independent contractors perhaps?)
 - Edgar to do the news for 6 hours a week at \$15.50 an hour (1 hour for the editorial meeting, 4 hours of production and 1 hour for airing)
 - Another person (20 hours) to work with Josue and I on programming, producing, logs, Simian and other radio duties

- A development associate/consultant to help us raise \$\$
 - One big thing on fundraising that I learned from the NFCB conference was the need for KBBF to start a sustaining member program. 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. Both Veronica and Santos have indicated that they are interested in working with our databases. There is gold there if we are willing to work to pull it out.
- **UNDERWRITING**
 - I want to re-calculate our underwriting commission. If Edgar is hired as our news person then he is willing to accept a lower commission. There is no written agreement between Edgar and KBBF in regards to underwriting, which is concerning to me. I plan to draft something for the future.
 - My volunteer, Israel Velasquez-Munoz (Fridays) who is supposed to be supporting Edgar's underwriting efforts is not doing as well as I had hoped ☹
 - The underwriting program needs more attention. Edgar is doing a great job but it is clear to me that we need more sales and sales people. This program could bring in more money for us. It needs more focus.
- **STAFFING /VOLUNTEERS**
 - Sally continues to work with us as our receptionist in the mornings on TWTh.
 - Dwight has been very steady with Simian and creating logs.
 - Carla is now coming in on Tuesdays. She has decided to stay on with us despite completing her court hours
 - I have a new Monday volunteer names Patricia Regla. She is not a court volunteer. She is a retired, bilingual teacher eager to give back to her community.
 - On Tuesday, Javier May is coming in for the afternoon. He has a great voice and looks like he is becoming attached to the station.
 - Thursday night has a lot of volunteers coming through for the Calendario and news production. Karen Nyhus has also been volunteering for the news, she has been super helpfulQ
 - Bottom line is that I need paid staff. I cannot match Alicia's or David's previous dedication with a volunteer, that is just not happening.
- **KBBF NEWS SHOW**
 - We now meet every Monday at 4pm. We need more writers/reporters and want to expand our local news presence! There are so many more local news stories that we could be covering...
 - All the news translators have been awesome (Josue, Nora, Julian and Cesar).
 - We need to continue to invest in this project (see above)
- **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 board input is nearly impossible given all the other items on my plate.

- The Petaluma Progressive Festival is on Sunday from 12-5pm. We have a table reserved but no one to staff it. Alicia said she may be able to do it. We have had a presence there in the past and we are one of their media sponsors.
- I would still like for us to host a community e-waste recycling event with the California Conservation Corp. However, without more Board or volunteers I do not see this happening.
- **Overall, I really want to see KBBF host town halls, panel discussions, forums and author talks. Capacity for that remains an issue.**
- **Are there board members willing to work with volunteers on a specific project? How can we get Board members or others 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, but board unity and capacity remains a serious issue.**
- **MISC.**
 - I am going on vacation for two weeks from August 8th until the 19th. I need to take some time with my boys before they go back to school. We need to discuss how my absence will be handled.
 - We hosted a “Taller de Filmacion Para Jovenes” that went really well, lots of young people being exposed to KBBF. Ron Lopez’ and Alicia Roman’s children participated.
 - The Peace & Justice Law Enforcement Coalition continues to meet in our conference room the last Monday of every month.
 - The Latino Democratic club also held a meeting this month
 - 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.