

## **KBBF GM BOARD REPORT – October 26, 2016**

- **FINLEY PROPERTY UPDATE AND ANTENNAE ISSUES**
  - We received a letter from Mark Maystrovich and the City of Santa Rosa. I'm happy to report that the Finley property is officially no longer out of compliance with the city.
  - We spent \$823.00 on the last clean-up at Finley. Because of financial pressures that came about in October (see section on Finances for more detail on that), I have decided to wait on demolishing the shed (which will incur spending more \$ on bins). Again, I can't thank Alicia R. and Scott enough for all the work and new energy they put into Finley.
  - Also, big thank you for the work Alicia R. is doing in creating a comprehensive binder of Finley property documents. I turned over the documents and exhibits I used for the hearing back in May to Alicia R. so the binder will be fully updated.
  - Alan has been concerned about our antennae up on MT St. Helena. It looks like the antennae may need to be replaced. Needless to say this issue requires \$ to fix!
  - We continue discussions with city officials about Finley being used as part of the solution to the homeless crisis. Alicia R can talk more about that.
- **SONOMA COUNTY DEVELOPMENT COMMISSION**
  - It was such a disappointment that we were not chosen as a partner. It was a great effort and I am proud of the RFP that we submitted
  - The partners chosen for the Roseland site are The Boys & Girls Club and the Roseland Library. Both are organizations that we should support and partner with in the future, I will continue working on that.
- **FUNDRAISING**
  - I still would like to see the board implement the Benevon model of fundraising, not sure if the BOD has seen the 50 minute video that is on their website. Please do that if you haven't yet
  - We need to raise money to pay for some basic staff and to supplement the volunteer work which is good but often unreliable.
  - I am enrolling the station in the NFCB sponsored "**Give Big to My Station**" end of year fundraising effort which is set to happen the last two days of this year.
  - Recall that KBBF needs to match the second 50K salary donation for the salary funds held at the Sonoma County Community Foundation. Alicia was working on identifying the matching funds thus far.
  - KBBF needs a fundraising plan for the 2017 fiscal year. The Board and I need to engage in long term planning and fundraising at some point.
  - Former board member V Reina volunteered at the station, launching our database project with volunteer Esther Gonzalez . I think our donor letter will reach a lot more people through e-mails once this project is complete.
- **KBBF BOARD –**
  - We should pick a date for a fundraising/finances board retreat at the meeting today. This has to be a priority for everyone.
  - Thank you to Alan for his work on the KBBF bylaws. I suggest that the board rotate officers even before holding elections since the official elections may take a while to

happen. Elections will require us spending some \$ and time to complete. We need a plan for that.

- I'd like to schedule the board for the 2 hour board orientation that the Volunteer Center offers. They can come to us. When can we do this?

- **BUDGETING AND FINANCES**

- October was a tough month since I had not received the income expected from underwriting contracts that had been fulfilled. We finally received the checks from the SF State contract (approx.. \$3,100) and from the Sonoma County Science Discovery Day (SCSDD) for \$2,775. We also had over \$1,000 sitting in Pay Pal that had not been previously transferred to our bank account.
- Our savings account has a little over \$10,000 in it.
- Per our last board meeting, I have requested the last \$17,000 from the Sonoma Community Foundation from the first \$50,000 donated by our anonymous donor.
- As a board we need to decide how much \$ we plan to raise through donors, on air fundraises, letters, underwriting and memberships.
  - 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 (The KBBF tunnel used to be red) volunteers. How else can we motivate and engage volunteers without paying them.

- **UNDERWRITING**

- My new underwriter, Zulma Martinez, is not working out.
- I need support from the board in getting our underwriting off the crowd now that Edgar is no longer doing that job.

- **NEW KBBF WEBSITE**

- The website is due to be live in the first week of December, I am really hoping that we can pull it together before the end of the year.
- We are now streaming our signal but the link has not been made public. Thank you, Alan for your work on this project and for generously contributing to the project with your own \$ (see fundraising). Alan is paying the monthly fee for the first year. Thanks again, Alan.

- **SOCIAL MEDIA**

- I am looking to add more volunteers for our Social media committee. I need a team in place for the "Give Big to My Station" social media project that is happening at the very end of the year (see fundraising) .
- The only current member is Chris Falcone, he has been doing great work on our social media.

- **KBBF PROGRAMMING**

- We are training new programmers! Our mini-training program is underway and will give us a new cohort of programmers in 6 weeks or less.

- Many thanks to Josue for all his extra work (in addition to all his program director duties) in putting this training program together. It has been great!
- I'd like the board to meet some of our trainees and volunteers.
- The new programming grid that Josue and I have been working on will be implemented in late November or early December.
- **STAFFING /VOLUNTEERS**
  - We continue to add volunteers all the time. The orientation, training, and supervising of all the volunteers takes a lot of time. That is a challenge.
  - Yet, I am grateful that KBBF has so many great people willing to volunteer.
- **KBBF NEWS SHOW**
  - KBBF news is producing a 3 part series on the election. It airs at 11am and 4pm on Friday and 6pm on Saturday and Sunday.
  - Edgar is no longer working on the news, so I am looking for a new producer.
- **KBBF SEPTEMBER/OCTOBER/NOVEMBER EVENTS**
  - The Padre Solalinde event went off very well. Thank you to Pablo and his crew for all their work on it.
  - We also aired a 2 hour special on Andy Lopez on the anniversary of his death. His mother, Sujay Cruz Lopez was interviewed live on the air and came to both our events last weekend.
  - Trunk or Treat on Saturday, 10/22/16 was an amazing success. Michaele and Alicia did a great job! The communication could've been better since flyers and promos were done without communication so more work than necessary was done.
  - I'd like us to evaluate and debrief the event so that it can be even better next year.
  - The downside on that event was that I had no idea how much was spent and how much we projected to raise. If our events are fundraisers, then those details need to be communicated to the GM.
  - Sonoma County Science Discovery Day on 10-29, The Discovery Day includes a remote broadcast from 12 to 1 pm. I need board members to volunteer from 1-5pm to join me, Alan, Lisa, and Yesenia in tabling and broadcasting that day. The workshop is called "Learning How Radio Works".
- **NOVEMBER FINANCIAL LITERACY WORKSHOP**
  - November 5<sup>th</sup>, 12<sup>th</sup>, 19<sup>th</sup> are the dates for the Financial Literacy workshops (Saturdays, sponsored by Wells Fargo). They are from 9am to 11am.
  - I'm glad that I got WF to agree to take their logo off our flyer for the workshops. I celebrate this small victory against the big bank. They should give us more \$.
- **ARCHIVE COMMITTEE**
  - The digitizing project is underway, we are seeking more volunteers!
  - KBBF rented a small storage shed (\$59.00 per month) to store the reel to reel tapes that we need to digitize. The rains were coming and it had to be done but it would be better if the tapes were stored somewhere that was not charging us a monthly fee.
- **MISC**
  - Josue has been working a lot of hours for us in the last few months, I am concerned about burn-out and the fact that he has not taken a vacation since I started working here in October. He needs some time off!

- I have been the KBBF GM for one year now and am memorializing my experience to submit with my evaluation.
- I firmly believe that my next (and possibly last, if we do not raise some serious \$) year here needs to be different from the first in a lot of ways. I am excited about the new energy on the board and hope that it will be harnessed positively to get us to continue moving in the right direction. Despite all the challenges I have faced this year, I remain committed to KBBF Radio. I have great affection for this place.
- My 50<sup>th</sup> birthday is on the 31<sup>st</sup> of October, I am taking that day off. Happy Halloween everyone y Feliz dia de Los Muertos.