

# KBBF REGULAR meeting of BBFI Board of Directors

April 29, 2017

1700 Corby Ave. Suite B, Santa Rosa, CA 95407

- I. **Call to Order:** 10:26 a.m. by President Sanchez
- II. **Directors roll call:** Alicia Sanchez, Caroline Banuelos, Santos Molina, Michael Morales, Alicia Roman, Lisa Maldonado, Alan Bloom.
- III. **Approval of the Agenda-** Director Morales moved, 2<sup>nd</sup>, Director Maldonado, Agenda approved.
- IV. **Approval of minutes-**one change, Item #5 under New Business, change report, to on- air report. Moved by Director Roman, 2<sup>nd</sup> Director Bloom, amended minutes approved.
- V. **Public Comment:** Francisco Pardo
- VI. **New Business-**
  - 1.) NFCB Conference in Denver July 17, 18, and 19.  
The trip including conference, hotel and air fare will cost about \$1,000 for a person to attend. It was decided that President Sanchez should go, with KBBF paying her way. Director Bloom will attend and is willing to pay his own way. Andre Andrus would also like to attend, and could pay all his costs except registration. It was decided that KBBF will also pay Andre's conference registration. Moved by Director Maldonado, 2<sup>nd</sup> Director Morales, approved.
  - 2.) Change of date for BOD meetings  
In order for all KBBF BOD members to be able to attend meetings we have changed the days for our BOD meetings from the last Saturday of the month, to the 2<sup>nd</sup>, the following are the dates for our upcoming board meeting through the year:  
May 13<sup>th</sup>, June 10<sup>th</sup>, July 8<sup>th</sup>, Aug. 12<sup>th</sup>, Sep. 9<sup>th</sup>, Oct. 14<sup>th</sup>, Nov. 11<sup>th</sup>, and Dec. 9<sup>th</sup>.
  - 3.) Marketing Items  
We need items to table at various community events, a nice canopy, banners, tee-shirts and other things. It was decided we would spend up to \$1,500.00 for marketing items. Andre will look into costs for canopy, Directors Morales and Sanchez will look into tee-shirts and other items.
- VII. **Old Business/Reports**
  - Finely Long Term Options, Director Roman said that she and Directors Maldonado, Bloom and Sanchez had met with Santa Rosa City Manager Sean McGlynn. He stated he would try and work with us, but wants to know what the

public benefit would be to the city of Santa Rosa. He assigned Ms. Caluha Barnes , Executive Director of the Office of Community Engagement to work with us on producing a “Public Benefit to City of Santa Rosa’ proposal. We have been going back and forth with Ms. Caluha regarding this issue. She came to the station and President Sanchez and Director Roman took her on a tour of the station and the Finley property. They also gave her a letter stating different ways of how KBBF would provide public benefits to the City of Santa Rosa. Those being underwriting, PSA weekly updates of live coverage for city of Santa Rosa events and other benefits. This would include access to roadway by the Samuel Jones Shelter. Another benefit could be the 22,000 square feet of cement slabs on the property for homeless, where the city could put portable or tiny homes. This could be in the amount of about \$80,000.00 in exchange for forgiveness of the lien against us. We would be about to pick up the balance of the \$15,000. Director Maldonado said she would set up meeting with the individual city council members. In the meantime we could get various people and/or organizations to write letters of support for KBBF.

- Engineering Report-Director Bloom is working to fixing the cameras so programmers can see from the studio computer who is outside the studios when people are alone.
- Financial Report- Director Molina passed out report, we currently have about \$12,000 in checking account, and \$2,800 in savings.
- Website Update Directors Banuelos and Bloom spent about 14 hours with Kaiya working out some kinks, we still have content to put on site, but we are live.
- Events-Director Morales. May 20<sup>th</sup> 6:00 – 10:00 dance with Los Ritmicos, we will also be selling food. We will be tabling at the annual 5 de mayo festival.
- Programming Report-Program Director Edgar Avila  
We have a few new shows coming up: the Pocho Live show. Other people are still training. Program Director Avila wants to look for people to fill certain slots like a Spanish/English public affairs, more youth programming, LGBT and Labor.

Meeting **adjourned** at 11:50 a.m.

**Next meeting**, May 13, 2017 AT 10 AM at KBBF conference room

Minutes respectfully submitted by Michaela Morales, Board Secretary