

MINUTES
REDWOOD COMMUNITY RADIO
BOARD OF DIRECTORS MEETING
September 25th, 2007 @ 1:00 pm
Humboldt House Inn, Garberville, CA

I. CALL TO ORDER: MEETING GROUND RULES AND OPENING COMMENTS

President calls the Board Meeting to order at 1:10 pm.
Meeting Ground Rules are read.

II. ROLL CALL

Board Members Present: Marcia Bauer, President/Member Rep.; Bettye Etter, Vice President/Correspondence Secretary; Harold Day, Programmer Rep.; Felix Omai, Members Rep.; Johanna Hamel, Programmer Rep; Bria Stone, Members Rep.; Katie McGuire, Appointed.
Absent: Sydney King, Secretary/Appointed (excused); Juna Berry Madrone, Treasurer/Programmer Rep. (resigned prior to Board meeting)
Ex Officio Member: Brenda Starr, General Manager

III. APPROVAL OF MINUTES

August 28, 2007

Harold moves to approve. Johanna seconds. Unanimous.

IV. ADOPTION OF AGENDA

Harold moves to adopt. Felix seconds. Unanimous.

V. MANAGEMENT REPORT

KHUM sponsored event "Ping-Pong for Public Radio" netted \$255 for KMUD. The event benefited both KMUD and KHSU. Lu'au 2007 costs have been calculated. Not all ticket vendor revenues have been received. A small profit from Earthdance 2007 is expected. Cash revenues are higher than expected per the 2007 budget due to an increase in donations (approx. \$3700) after withdrawing the coffee booth from Reggae Rising and generous "tipping" at KMUD events. GM and current part-time bookkeeper will discuss adding hours to meet the needs of RCR. GM will call in an experienced volunteer to assist with assessing budget line-items before drafting the 2008 budget. End of third quarter fiscal report will be available by the October BOD meeting. Program Director has facilitated two programmer meetings. GM and PD have created a calendar for workshops/trainings open to programmers, engineers, and community. GM is starting campaign to encourage community participation. News department is going well. Terri is currently broadcasting the news 4 days a week. KZYX is broadcast on Thursdays. A second reporter will be hired to also gather, write, edit and read the news. PD will be the "news director" for News as is a program under the direction of the PD. The two staff reporters will coordinate a group of citizen journalists to deliver 2-3 minute "in my neighborhood" news reports to be repeated on a Saturday magazine format news show including longer interviews with community members. GM states this is a work in progress as KMUD formulates the direction of the News department. Timeline to occur is by end of the year as feedback is gathered and the News team refined. The goal is news 6 days a week with two staff reporters, citizen journalists, and one "stringer." GM would like to expedite the Shelter Cove project and have the signal in place by the time Fall pledge drive begins (Oct. 29). The State of California is an obstacle. Funds necessary for the translator move are available through restricted donations of \$2500 each from Shelter Cove civic groups. GM is shopping for the 16-20' trailer to serve as temporary office space and placed parallel to the back porch. Cement platform is needed before trailer is brought on-site and a crew assembled to remove the gate, fencing and debris from the side of the building.

VI. OPEN TIME

Ellen Taylor from Eureka states she depends on the news. Estelle's resignation is traumatic. Wants to preserve independent media. Requests the Board reconsider. **Michael Evenson** (helped originate KMUD) affirms Ellen's comments. Questions if the Board understands ramification of breach in community trust and fund raising impacts. Recommends not eliminate News Director, have structure. Someone who is responsible. Asks to keep KMUD "in touch where it has always been." **Mark Drake** suggests News Department should steer away from making one person indispensable. **Naomi Wagner** states Estelle's resignation as "heads up something is wrong in Redway." She is afraid of exchanging independent News dept. with News director. Does not want managed News. States it is a "recipe for chaos" with News dept. being reconstructed. Would like an offer to Estelle to return for a specific amount of time to help shape the News department. Marcia will bring up issue at Saturday Board training session.

Dan Doherty would like the Board to call Estelle and have a dialogue between Board, GM and Estelle. Wants it clear in writing what transpired and follow-up communication with community. **Cheryl Albritton** states she has been an Estelle fan from the beginning and does not feel it is up to the Board to ask Estelle why she resigned. She had a private conversation w/Estelle and knows were many personal issues considered in making her decision. Terri is doing an "awesome" job. **Bob Hayden** states the Board is hiding behind procedures and the way News department is being re-done is a "disaster." **Jama** requests agendizing for next month finding an auditor for next year. Agrees with Bettye and Bonnie Blackberry at the July 2nd special meeting had procedural problems and breached trust with the community. Communication procedures need to be clearly defined.

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Submitted by: Sydney King, Secretary

Dr. Jim Macy states he is an Estelle fan. He as lived in Ettersburg since 1971. Board has the authority and power to do what is right for KMUD. Board should contact Estelle and offer her job back. **Bob Stern** hopes we can sort out the issues and keep KMUD going. He thanks the Board for doing a difficult job. **Jim Robinson** states change is what happens. No personality is stronger than the organization. The radio station is not the place to work out careers. Public radio should have turn-over every 1 or 2 years and be recontracted to avoid chaos over change. Everything has a beginning and an end.

VII. CONSENT CALENDAR

No items.

VIII. REPORTS

NOTE: Discussion re: reading aloud reports sent ahead of time to the Board and when to discuss the issues in the reports during the Board meeting. Policy Committee member (Jama) states reports read aloud are part of transparency and need to be posted. Clarified they will be posted. Johanna requests PD report. Marcia would like Marianne and Simon to alternate giving their reports at Board meetings.

A. Treasurer

Treasurer resigned from the Board prior to the meeting, however sent a written report. August financials: \$69,585 in deposits and \$42,833 in debits. Bank balance is \$72,655.02 as of 8/31/07. Review of financial reports shows KMUD is on track for projected income and expenses for this time of year. Other means of tracking expenses and generating financial reports are being discussed in Finance committee. Due to personnel changes in bookkeeping, additional training for the current bookkeeper is being considered. Lu'au figures show a loss of approximately \$500. A contributing factor is reimbursement to the event producer for items the Board was informed were to be covered by the producer. GM notes there are vendors who have not yet sent in their collected revenues from ticket sales. This revenue should make-up for any losses and more than likely allow us to break even. Finance Committee suggests to Development Committee and Board a moratorium on 2008 events in order to reevaluate the how and why of doing benefits (exception is the Block Party. It is an outreach event and was financially successful in 2007). Two important factors to consider in producing events: 1) Event producers are encouraged to provide seed money to produce events and 2) Event producers should take primary responsibility to produce events rather than rely on KMUD staff or management. Show income of \$980 in production revenue resulting largely from sales of CD produced by Nancy Peregrine and Women on Wednesday; a successful model that other shows could duplicate. Vacation time owed to News Director Estelle Fennel at the time of her resignation is \$3,383. Policy changes instituted this year (2007) put a 2 year cap on vacation time accumulation.

B. Technical

See Management Report.

C. Programming

See Management Report.

D. Programmer Representatives

No Report.

E. Member Representatives

No Report. New Rep. Bria Stone is thanked for taking notes in Secretary's absence.

F. CAB North, Central, and South

Outreach program has fizzled. GM wants to look at this and put a call out for new members. Johanna and CAB North community member Scott Joachim working on PSA/on-air campaign to encourage participation and new members.

G. Correspondence Secretary

Bettye wrote letter to former News Director Estelle Fennel thanking her for her years of service. Reads to the Board. Board approves.

IX. COMMITTEE REPORTS

A. Development

Johanna offers to chair the committee. They will look at all KMUD events. Her opinion is that no one extra is to be paid. Suggests programmers renew commitment to go beyond show time to help out with on-air fund drive. Silent Drive letter will go out by October 15th and include a request re: the community's opinion re: which events are important as KMUD re-evaluates which events to do.

B. Grievance/Mediation

Bettye moves for Felix to resign from the committee and Johanna be appointed as the 2nd Board member. Marcia seconds. (Felix offers to resign). Motion passed.

This item will be agendized for the October Board meeting to ratify Johanna's appointment to the committee.

X. UNFINISHED BUSINESS

A. Lu'au Report from JJ Hall

See Management Report for update. Bettye recommends to Development committee GM needs to have an accurate budget in hand prior to event; no more budget after events. Brenda states she made the Lu'au budget based on info she received from meeting with the producers.

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B. Revision of Board Communication Procedures Proposal

Tabled to next month. Sydney working on revisions.

C. Board Meeting Date and Location

Katie expresses her scheduling issues with Board meeting and Ex.Com. Brenda suggests moving Ex. Com. location.

No disposition given.

D. Board Interface with Public (Spokesperson Policy: 2.3.4, Pg. 12 Policy Manual)

Consequences for speaking inappropriately representing the Board. **Tabled to next month.**

Katie requests clarification re: Reggae coffee booth issues including Felix speaking with Estelle as a Board member. Harold clarifies a meeting took place with he, Felix, and Brenda where ideas were developed to split coffee booth earnings with the Mateel. Bettye states she received a phone call from Estelle asking if the Board approved splitting profits with the Mateel. Bettye said "no." Estelle stated she was being pressured by Felix to announce this decision on the radio. Felix states she did not tell Estelle that the Board voted on the issue. Johanna reaffirms how much the situation has affected the community and feels there is a need to acknowledge mistakes were made and as a Board recognize and apologize. Katie agrees with an apology letter along the lines "we are sorry our actions caused a wide chain of events to happen." She states need to accept responsibility for slander spread on radio waves and to focus on ways to express without slander. Felix states the meeting preceding the special meeting was the one out of order. An apology should stem back to this meeting. Harold states no matter what action the Board took we would have received flack. Johanna suggests a general apology for series of meetings and mishaps, acknowledging wrongs were done and steps are being taken to address (e.g. Board trainings, program policies being rewritten). Brenda offers to write something for the program guide. Katie offers to help. Harold requests for feedback in program guide. Felix suggests apology for the process, not the result of the process. Bettye states article in program guide is a great opportunity to address community views re: Board policy, Board micromanaging news, and thanks for bringing issues to Board meetings. Marcia suggests Bettye structure a letter to be submitted in program guide. Felix agrees with apology for process of meeting, not for declining to do the booth. Johanna states issue is not about the coffee booth, but the Board affecting the news. All agree the Board has never attempted to micromanage the news. Harold proposed to submit letter to newspapers. Bettye and Katie will write letter and circulate to Board members for review. Bria asks if phone call could be made to Estelle on behalf of the community. Brenda reminds that Estelle resigned. Bria thinks the Board understands this; however thinks a call would be a way to acknowledge community members' issues.

XI. NEW BUSINESS

A. News Department: A Work in Progress

See Management Report.

B. New Programmer Agreement

Will be developed by PD/GM and brought to Board for approval when completed.

C. General Manager Quiet Space Proposal

GM requests quiet space to write grants, etc. Offers to use space in her home. Requests reimbursement of \$250/month to subsidize a home office (phone, internet, etc.). Discussion re: expense, other solutions, how much time at home office away from KMUD office. Community member reminds FCC mandates blocks of open time at the office. Katie suggests approval on a month to month basis.

Bettye moves to approve \$250/ month for GM's home office space on a month to month basis. Marcia seconds.

Requests for clarification re: where GM will spend her working hours. Will these hours be in addition to regular hours at the station? GM clarifies some of her work day will be spent in the home office; this is not in addition to work time at the station, but in place of some hours now spent at KMUD.

Bettye's motion approved. Unanimous.

XII. MEETING SCHEDULE and ASSIGNMENTS, GOOD AND WELFARE

- A.** Executive Committee Meeting: Tues. October 9th @ 1 pm. Mateel Cafe
- B.** Finance Committee Meeting: TBD
- C.** Development Committee Meeting: October 9th @ 1 pm. Mateel Cafe
- D.** Policy Committee Meeting: TBD
- E.** Board Talk Show: October 10th @ 7pm. KMUD station (Studio B)
- F.** Board Training: September 29th @ 9-4. Redwoods Rural Dental Conference Room
- G.** Board Meeting: October 23rd @ 1 pm. Humboldt House Inn

XIV. ADJOURNMENT

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