Call to order 533

Winners announced
- Autumn
- Rob Zillioux
- Bryan Wickenhauser
- Kyle Ryan

Regular meeting call to order 6 pm

Motion to approve 11/23 minutes by Jack, 2nd by Tyson
- Passes unanimously

Strategic initiatives 2021 per budget planning and 2018 strategic plan
- Budget
  - Professionalize the staff and retain
    - Strengthen the positions
  - Grow and support news department
- Strategic Plan
  - AZ Started his review by trying to see what we were doing well, but it was most of it, so he switched to “where we need to focus”
  - Broadcast Signal
    - Sounds as good
    - Explained technical details
    - Colucci:
      - Excited for CB South
      - Get CB South POA and Metro get involved?
- Tech committee goals
  - CB South
  - Control Consoles in studios
- Community Outreach and marketing
  - Outreach to South Valley
    - Gunnison Residents
      - Jack
      - Wick
      - Dan
    - Reciprocal relationship with KWSB
  - WCU collaboration
    - Dan and Wick will meet about this
    - KT: Kelley working with Music Department for internship
      - $500 grant from WCU to pay intern
      - We’re now working with Grande School, HS, and College Students
    - Comm arts – Jack L is Dean
• We’d have an intern from there as well
• Terry Schliesman is the faculty advisor who best to coordinate
  ▪ TL: Track listener metrics
    • Elusive since 2008
    • Is there a way that statistics students at Western can help?
    • JL: Zack Treisman and Kerry Muskat
  ▪ JL: I know who’s who at Western
    • CB will use JL as a resource for navigating WCU
    • Consider me as someone to reach out to when you need to contact Western
    • Use KWSB *facilities* as a resource?

• Major Donors
  o AZ: Arts Center and Music Fest worth making a connection?
    ▪ TL: we have partnerships with both
    ▪ AZ: they can always be strengthened
      • E.g. Love the Opera but its’ super expensive, maybe live or recorded broadcast?
    • More nut to crack

• Collaboration
  o We’re doing well
  o Tyson: a good conduit to the school, KBUTeens and Kids Club are doing well under Kelley’s guidance
  o Graduation

• Community Engagement
  o AZ: firing on all cylinders
  o DC: that board needs to be replaced
    ▪ JP promised an update on Board replacement at March meeting
  o DB: we need to updated scheduling on website
    ▪ maybe have DJ/Staff profiles
    ▪ New music
    ▪ DJ reviews of their wheelhouse genre?
    ▪ Accuracy of schedule

• Personal Touch
  o Promote a healthy internal work culture
    ▪ We’ve made strides
    ▪ Adversity brings a team together
    ▪ Good leadership helps, thanks Jackson
    ▪ Communication helps
    ▪ Feeling appreciated helps
    ▪ Promote a good work life balance
    ▪ Org charts/job descriptions
• Scope of work and expectations
  • Financial assets and management
    o Painful lesson re: 501 (c) 3 status
      ▪ Jackson will update new members on the story so far
      ▪ Checks and QC measures being put in place
  • Endowment Fund
    o Development committee should meet to capitalize on momentum
  • CAB
    o Required vehicle for soliciting community feedback for programming
    o Stated goal is to reconstitute and strengthen the Board
    o Use JL as a resource to grease the skids
  • Major donors
    o It’s an elusive goal for many non-profits
    o AZ: commendation of TL and AL’s efforts
      ▪ Board can be more supportive
  • Committee assignments (draft):
    ▪ Personnel
      • DC
      • JL
      • AZ
    ▪ Finance
      • AZ
      • Rob Z
    ▪ Development
      • Dan
      • JL
      • Autumn?
    ▪ Technical
      • Kyle
      • Dan
      • Tyson
    ▪ Events
      • Autumn
      • Wick
      • DC
    ▪ Community Outreach?
      • Seems like events and development cover this
  • Board Officers
    ▪ Vacancies
      • President – Chairs meeting; keeps on schedule; work with ED on agendas; other tasks as needed
- Sign documents
  - CPB
  - Checks
- VP – President in absentia
  - DC throws his hat in, Andris seconds
  - JL does as well
    - KR and JL most experienced board member
    - DC is ok with this
    - AZ notes that DC’s tremendous passion might be dampened by officer role
      - DC found the experience argument more compelling
- Treasurer – Review Financial documents and provide fiduciary oversight for the org and lead finance committee
- Secretary – Primary responsibility is to keep the minutes
  - JL nominates DB
    - DB declines
  - Tyson volunteers
- Earmarks for tabling to be voted on at full force
  - Jack as VP
  - Autumn as Secretary?
    - Tyson is a good listener; open to the idea
  - JL nominates Andris as president; Tyson seconds
    - AZ happy to continue
  - Rob as Treasurer
    - JL motions to adjourn; DC seconds
- Adjourn at 7:06pm