

**Board of Directors Meeting
October 24, 2019**

Meeting called to order: _____ 5:30pm _____ pm by Helle Jorgensen

In attendance: John Allison, Marlo Faulkner, Dan Fratini, Gary Livingston Helle Jorgensen, Max Mendez, Linda Mielke, Melanie Rose Jen Westra

Staff: Cary Boyce, Kathy Sackett, Beth Severn-Johnson, Jerry Olson

Approval of July 18, 2019 Minutes? -- All in Favor: All approved.

Staff reports: Mostly fund drive related, send any questions to Cary

First, welcome to new board member Gary Livingston. Melanie Rose also joined us recently, and we are grateful for your service! Brief introductions.

OLD BUSINESS:

- **Budget: CB—**
 - Reconciling SPR accounting books (ADP and Quickbooks) has been persistently problematic since Linda's passing.
 - Eide Bailly is coming next week to help us iron this out once and for all. At EB's recommendation, in order to assure their legal/financial objectivity, we will hire an external accountant to oversee their work on this. [Update: James R Harless, CPA, of Schoedel & Schoedel, CPAs, PLLC, accepted this commission. As of 11-4-19, ADP and Quickbooks are up to date and reconciled.]
 - The audit will again be delayed by a week. [Update: it's underway as of 11-4-19.]
 - What you see here is a draft of the budget (CB) based on 2018 actuals. Again, I do this with Bill Simer's (Eide Bailly) advice.
 - Capital Campaign
 - Cap campaign issues include upgrading equipment, audience growth and service, and any remaining funds to go to the endowment.
 - I have an ask for WA State support of the Cap Campaign for \$500,000, and conversations with the MJ Murdock Foundation for a \$300,000 (to be finalized) request are underway. If successful, this represents 80% of our \$1,000,000 goal.
 - Do we need a board retreat to look at furthering this? Yes. Will look for possible dates. (After the holidays perhaps.)

New Business:

- **Strategic Plan:** At Cary's request, we would like to look at a 3-year strategic plan. Gary brings some expertise to this. GL: To begin, we must ask ourselves what the purpose of a strategic plan is? Is it growing friends? Growing Revenue? Fundraising? CB: Yes. We are asset rich, but in the station's current position, it's difficult to grow our service—news, national programming, and so on—without increasing our revenue. It's difficult to stay ahead of increases in the costs of national programming and news, even as we are challenged to grow our service. Is it worth having a SWOT analysis beforehand? GL: It might be worthwhile, but I think a conversation about our goals would be worthwhile. Perhaps we can meet in smaller groups for a conversation first. CB: Certainly, let's meet first and outline some possible priorities.
- **Bylaws review:** At Helle's request, it's time to look at our current Bylaws. Do they need updating? Helle and John will report on this next meeting. Suggested that we contact Doug Siddoway (Randall and Danskin, Attys.) who drafted them initially. Cary will reach out.

- New members? Discussion of bringing someone on the board with accounting experience. This may add some depth to our accounting bench at the station, and someone a better fit for treasurer as we shift board personnel a bit as people roll off and come aboard. CB: We are trying to build our board more strategically going forward. Cary suggests Jim Harless once he's completed his oversight of our financial systems review. Someone more grounded in the actual workings, rather than a top tier executive?
- Helle is currently both chair and secretary since Jeff Fountain (moved to CAB) rolled off. We need to fill both these positions.
- Jen and Dan will convene a committee for Cary's performance review, probably around Jan. 8, 2020. Cary mentioned they are conducting performance reviews now, so timing is good. Discussion of 360 vs. a different model review process.

Next meeting will be January 8, and go longer (2 hours) to accommodate discussion of cap campaign and strategic plan.

Adjourned at 6:40pm.