

KBOO Foundation Board  
April 23rd, 2018  
Minutes

Board Members Present: Kipp, Shaheed, Gene, Danielle, Sekoynia, John, Adam

Board Members Absent: Claire, Tsixx, Ruban, Katmeow, (Mark resigned as of end of March)

Staff Present: Del, Zale, Jenka (6:40 pm)

Community Members Present: Bruce Marron, Marvin Raines

Meeting Opened at 6:10 PM

Del read the meeting guidelines.

Did Introductions.

**Action. *Approved March minutes.***

Public Comments: Del reported that long-time volunteer, Dave Mazza, died April 22nd. Del requested a moment of silence. She said that Public Affairs Day will be dedicated to him.

Zale reminded the board that the next scheduled meeting is Memorial Day, a staff holiday.

Marvin Raines expressed interest in joining the board. He has been a member for about three years. He hosts a Saturday show, "An Evening of Afrotainment." He is checking out the board to see if he wishes to fill out an application.

Bruce Marron expressed interest in joining the board. He has been a member since 2005. Teacher with Portland Public Schools. Is interested in helping KBOO. Bruce filled out an application and will be on the agenda for the next meeting. Nominating committee will make a presentation for next month's agenda.

Del presented the station manager report (attached).

**Station Manager Report - April 2018**  
**Delphine's Email: del@kboo.fm**

**Admin:**

- Working on updating board packets
- Scheduling a board packet orientation at next board meeting: May 28 is Memorial Day a KBOO holiday. Let us know when you reschedule the May board meeting and we will host a board packet orientation session from 5-6pm.

### **Archiving:**

- We have received a \$20 000 grant from Collins to hire an archivist. We will start the hiring process again in June for a full time 6 months position. We have applied for another 20k grant from Oregon Cultural Trust so we could hire someone for a whole year.
- Darin our web developer contractor is working on developing database

### **Web/IT/Tech:**

- Franklin Smith from Allied Systems North West is our new IT person. He started this week. Jenka and Tom and volunteers are helping orient him to our priorities.
- Social media report analytics. The social media interns are helping with the drive. They will be here until July.
- Drive setup.
- Drive web work and promotion

### **Volunteers:**

- Scheduling drive shifts for phone answerers, pitchers, supervisors, pitch producers. Please sign up!
- Programmers meetings: showing folks how to use Volgistics, clarifying volunteer expectations, social media tips
- Volgistics and drive sign up innovation this time around
- Inner City Blues Festival
- Transfer of volunteer hours to volgistics
- Good in the Hood festival planning will be next focus

### **Engineering:**

- Tommy is back from sabbatical. The leave went well and the support of Mark and volunteers kept the department in a good place.
- We need to look into our HVAC company. They are charging us for services they seem to not be providing.
- We have a new facilities volunteer: John Nettleton who is a newer volunteer has agreed to help weekly with supporting with keeping an eye out on our facilities need such as installing shelves in the trash room, cleaning the roof and looking for new HVAC company.

### **Programming:**

- Working on 2018 schedule of remotes and engineering training
- Working on new live mixology classes
- Candidate forum for position 3

- New POIC student interns: 5 students are working with us! We are going to be getting a few summer works interns in June.
- Special programming for Spring drive: news and PA day is next Friday
- 50th Anniversary Special Programming: May 31st Founders Special, in June Women's special

### **Development:**

- Submitted 2 grants: \$20k to Oregon Culture Trust for archiving and \$173k LOI to Meyers Memorial Trust for membership department capacity building.
- If we receive a grant from Meyers or the Oregon Community Foundation for the membership capacity building grant, we will need to be ready next year for adjusting our membership performance numbers which might go down during the transition until they can go up!
- Drive Raffles: silent drive + daily raffles
- Drive matches
- Major Donor 50th anniversary planning for May 6th event
- Creation of yearly development calendar: long term planning

### **Membership:**

- Spring drive planning: goal is 117k (internal goal is \$105). Theme Make History, Support KBOO! We have raised \$18000 as of Monday 23 at 3:00pm.
- We need new supervisors! Pitchers! Pitch Producers! Sign up and get trained!
- Filing has become the priority of the department! We have interns and volunteers helping out!
- Sending Kickstarter TYG. Most gifts will arrive in the next couple of weeks and we have until May 31st to send these out.
- Getting caught up on TYG backlog
- Kickstarter data entry processing
- Drive data entry processing as the drive goes is being supported by Michelle, Scott, Robert, and Mike.

### **Finance:**

- AFR, our financial accounting for CPB is being done but had to ask for an extension.
- Change of bank- Del and Mac opened an account with Point West. Mac has ordered checks and deposits slips. Next steps, Mac will transfer all our monthly payment from one bank to the other. Then her and Katmeow will need to go to one bank close our account and get a check and go to the new bank to deposit it.
- Re-do budget: the finance committee met 2 times this month to get the job done and we did! We got very lucky because we received two bequests this year which helped with our deficit. The finance committee will update the board fully but we are ready for you all to vote on our re-do budget.
- We will start planning for the 2019 FY budget creation in finance committee

- We received a new bequest this week from Don Burnet, a member since 1987

### **Underwriting:**

- We have hired temporary interim help to support the underwriting department in Matthew's absence: Kassiani is doing great with catching the department up!
- Please vote on the possible change in the underwriting position
- I will post the job description Tuesday and the position will be open until May 6th.

### **Station Manager's Notes:**

- RACC Board resolution: Becky, Sekoynia, Danielle and I met with the Regional Art and Culture Council. They have a grant available for board training. If you sign the resolution tonight, we can move forward with the application!
- Staff review are done! Ask the SMST if you have questions about them.
- I'm submitting a time off request to go visit my family in France in June from 1-15th. Can you approve it tonight!
- YOU MUST ATTEND A BELOVED COMMUNITY TRAINING! BE A ROLE MODEL!

### **Beloved Community:**

- New Beloved Community 101 workshops happening every month schedule:  
2018 Schedule:

**April 21st:** 3rd Saturday 1-4pm Workshop for people who benefit from white privilege

**May 20th:** 3rd Sunday 1-4pm Workshop for people who are negatively impacted by racism

**June 17th:** 3rd Sunday 1-4pm Workshop for people who benefit from white privilege

**July 21st:** 3rd Saturday 1-4pm Workshop for people who are negatively impacted by racism

**August 18th:** 3rd Saturday 1-4pm Workshop for people who benefit from white privilege

**September 16th:** 3rd Sunday 1-4pm Workshop for people who are negatively impacted by racism

**October 21st:** 3rd Sunday 1-4pm Workshop for people who benefit from white privilege

**November 17th:** 3rd Saturday 1-4pm Workshop for people who are negatively impacted by racism

**December 15th:** 3rd Saturday 1-4pm Workshop for people who benefit from white privilege

### **Descriptions:**

#### **WORKSHOP FOR FOLKS WHO ARE NEGATIVELY AFFECTED BY RACISM**

Come discuss internal and external dynamics, tensions and further movement and change we would like to see amongst people and communities of color inside and outside of KBOO. Let's move towards developing better "outreach" or building a culture in the station where marginalized folks can be centered and celebrated with care and sensitivity.

## WORKSHOP FOR PEOPLE WHO BENEFIT FROM WHITE PRIVILEGE

This workshop asks folks to reflect on their positionality and implicit biases; and furthers the conversations into examining microaggressions, station culture, the problematic history of Portland, and our responsibilities in the role of media-makers and an FM radio station team.

Jenka reported on her work as KBOO Web and New Media Coordinator. She reported on her Social Media Analytics Report for January through March 2018. Web traffic has increased to an average of 180,000 unique pageviews/month. More server space will be needed in 2019.

(Her report is attached as a jpg).

Jenka Soderberg  
KBOO Web and New Media Coordinator  
Presentation to KBOO Board of Directors April 23, 2018

### **KBOO Website accomplishments 2017 - 18**

- Maintained website consistently and securely, with a total of 3 hours of downtime during the entire year.
- Carried out all needed server and software updates with no downtime or errors.
- Set up and configured a development site for testing and backup, and successfully used the dev site throughout the year for testing new modules and updates (ie. Wysiwyg editor, pop-up for membership drives)
- Configured and maintained a full site backup on IBackup, and
- Set up SSL on the site (https) to increase our site security – using OpenSSL encryption standards
- Set up and configured podcasts for more than 250 programs on the KBOO website, iTunes, GooglePlay and Stitcher
- Created email addresses @kboo.fm for all program hosts, and website contact pages for listeners to communicate and give feedback directly to program hosts
- Fixed all duplicate episodes from 2013-14, in which episodes and audio were previously out of sync from the old website.
- Added list of each program host's audio to their profile page, to create a professional portfolio for each KBOO host and producer
- Successfully configured and set up software locally and on our streaming server to run a second stream of unique content
- Added a drive to our website server to increase the space available
- Significantly increased web traffic to average 180,000 unique pageviews/month

### **Social media accomplishments 2017 - 18:**

- Continued upward trend of increasing followers, engagement, likes and shares:
- Contests: 'Pets Against Trump' contest in early 2017, then 'Where in Portland is the Fuzzyboo' contest in summer 2017, and promoting KBOO's nominees for Willamette Week's 'Best of Portland'
- Developed and updated social media handle list of KBOO program hosts
- Built list of social media influencers to help promote our content beyond existing users

### **Other tech:**

- Sound Exchange reports successfully done and submitted on time for all four quarters 2017
- Expanded internal KBOO wiki for organization of staff documents, training materials, and website documentation

- Worked on server maintenance and updates while between IT contractors
- Helped set up, import data into, configure and train volunteer coordinator on Volgistics software for volunteer management
- Created thank you gift reports, member lists, flags and forms on DonorPerfect
- Project manager for two KBOO contractors (Website back-end coder and KBOO IT Contractor)
- Coordinator of Tech/Web Operating Team – planning, projects, agenda, priorities
- Developed and implemented KBOO Social Media Internship program – supervise 3 – 4 interns at a time, with a focus on objectives and learning outcomes

### Website Plan for 2018:

- Currently, we are not generally considered a 'go-to' site for breaking news or news in general. Our news content is hidden on the website and is generally only audio, with no accompanying text.
  - This is something I would like to change – unfortunately my 'Newstips' proposal for breaking news submissions by citizen reporters via mobile devices was not prioritized by staff for funding, but maybe we can incorporate some elements of this proposal into the Citizen Journalism Training Institute proposal?
  - Maybe we could work with the Coral Project:

Coral is building free, open-source tools for publishers of all sizes. Because journalism needs everyone.

They are currently building four products:

- Trust - a search tool that helps you find users and contributions you can trust.
- Ask - a form/gallery builder to collect, manage, and display user-generated contributions.
- Talk - a discussion space that is highly customizable, and designed for safety.
- Guides - methods to improve your online communities, whatever tools you use.
- Spanish language website content/version
- Second stream: content planning and implementation
- Archive audio – ensuring integration of ResourceSpace archives with website
- Advanced search on the website – including archives
- Audit of our site from an accessibility perspective, to ensure universal access for users. (The text of the program name that's currently on air, in yellow at the top, doesn't show up for color blind users)
- Audit of our site for speed and security
- Front page blocks/sections - and how much content to include in each section - panels with latest news headlines and links to audio
- Video - live and embedded, site section (from Youtube channel?)
- Users being able to rate - 0 - 5 stars (programs and episodes) so people can browse by highest rated, this module could be useful:  
<http://drupal.org/project/fivestar>

- Podcasts and listings By category (topic / genre)
- You May Also Like... (box on episode pages)
  - a. - Recommended content based on the current page
  - b. - Determined by category (topic / genre)
  - c. - Determined by keywords?
  - d. - Determined by program
- Press area - KBOO press kit, plus listings and links of KBOO in the news
- Planning for Drupal 8 upgrade in FY19

Social media plan for 2018:

- 50<sup>th</sup> anniversary – weekly 'throwback' posts with a tidbit of KBOO history or audio from the archives
- Youtube training videos: Audition, studio, interviewing – screencast videos
- Building up Instagram following with high-res images and live videos
- Advance promotion of live events
- Improve our website social media sharing tools to make it easier to share our content
- Campaign planning calendar and timelines for all involved in campaign
- Meeting with program hosts to work with them on reviews, videos, content promotion and curation



*Personnel/Governance Committee.*

**Action.** Personnel / Governance Committee recommends that we begin a contract with HR Answers, Inc, for \$185/month, beginning May 1st, 2018. We will review this contract in 3-months, to include a report from the Station Manager, to see if this option is solving our HR needs. Board approved.

*Nominating Committee.*

Working on securing a place and agenda for September annual meeting.

*Program Committee.*

Looking into a programmer survey and listener survey regarding programming. Survey will be released in August of 2018.

*Executive Committee also Station Manager Support Team. (Danielle, Sekoynia, and Ruban).*

**Action.** Del requested vacation June 1-15. Approved.

Executive Committee will work with Del to appoint staff to help with her duties in her absence. Executive Committee and other board members may be called up on for assistance.

*Finance Committee.*

2019 Budget will come to the board in August. Board to approve in September so it is ready to go in October.

**Action.** Move the revised budget to reflect a \$71,190 expected shortfall due to low underwriting, low winter drive, increased legal expenses. Approved.

**Action.** Move the Steven Engel bequest funds of approximately \$91,694.26 to a separate KBOO account at Point West Credit Union, with the intent of keeping all obligations from restricted grants or contributions in this new account. Approved.

**Action.** Move approximately half of the Marla Davis bequest of approximately \$70,000 to the Operating Reserves fund to build the fund up back up to approximately three months of projected operating expenses. Move the remaining half of the Marla Davis bequest, which is restricted to Native American programming, to the separate KBOO account at Point West Credit Union. Approved.

*Development Committee.*

**Action.** Board approved updating the Director of Underwriting position to change hours from 25 hours/week at \$12/hour + commission to a 32 hours /week at \$15.11/hour.

**Approved.**

**Action.** Board approved to apply for grant to Regional Arts and Culture Council (RACC) and approved attached resolution. **Approved. (Resolution attached).**

## RESOLUTION

Board of Directors  
KBOO Community Radio: KBOO-FM, K220HR, K282BH  
Portland, OR

Monday, April 23<sup>rd</sup>, 2018

Resolved:

WHEREAS the KBOO Board of Directors is bound to duty, care, and loyalty to The KBOO Foundation through their service to the station, and;

WHEREAS the Regional Arts and Culture Council (RACC), through their Cultural Leadership Program (CLP), offers resources for Arts and Cultural Organizations and their professional and board leadership;

WHEREAS the purpose of the CLP is to provide assistance to organizations to achieve stability and balance;

WHEREAS the KBOO Board of Directors is dedicated to building KBOO's organizational capacity through the guidance of the CLP;

THEREFORE be it resolved that the Board of Directors of KBOO Community Radio supports the affiliation and commitment of KBOO Community Radio with RACC's Cultural Leadership Program.

Signed,

Board Representative

---

*Action.* Moved to closed session for personnel issue at 8:56 pm.

*Action.* Moved out of closed session at 9:17.

Meeting Adjourned at 9:17.

The Executive Committee will set the date for the next meeting as it is scheduled for Memorial Day.

Respectfully Submitted,  
John Shuck