

KVNF Board of Directors Meeting, Delta Chamber of Commerce Meeting Room, Delta 21 April 2008

Board members present: Don Bailey, Felix Belmont, Philip Egidi, Wiley Freeman, Dennis Grunkemeyer, Cynthia Hines, Wayne Wiitanen, Bill Wilson.

Board members absent: John Moore, Norma Philipps

Staff: Sally Kane, Daniel Costello

Invited Guests: Ana Mostaccero, Alexander Sharp, Christina ??

Public: none

Board Vice-President Cynthia Hines called the meeting to order at 6:28 PM.

Egidi proposed and Bailey seconded a motion that items listed in the consent agenda be approved. Passed unanimously.

Note consent agenda items:

- Approve minutes of 24 March 2008 meeting as posted on DocuWiki
- Accept Committee reports as distributed
- Accept General Manager's report as distributed

Kane introduced Alexander Sharp, an El Pomar Fellow. Sharp explained his research and distributed to the Board his “KVNF Technical Assistance Project” final report. Sharp then went on to discuss certain aspects of the report. One highly important part of the report is a communications plan to help KVNF tailor its messages to its different geographical areas. Sharp also stressed the importance of utilizing focus groups (of which KVNF's CAB is an example). The Board expressed its appreciation for his interest in KVNF and the work that his report represents. The report is posted on the Board of Directors DokuWiki.

Daniel Costello outlined the current status of a proposal to the KVNF Program Committee to move locally produced programming (currently called Midday Edition) to a time just preceding the 4 PM NPR news segment. The principal motivation for the shift is the observation that each time there is a shift between music and news there is an associated loss in listenership. Belmont expressed concern that if the hour-long monthly interview with the Delta County commissioners is shortened to a half-hour, the commissioners may no longer be interested in participating. Mostaccero indicated that Montrose listeners prefer shorter interviews and suggested a variable format of either ½ hour or 1 hour segments be used as appropriate to the material being presented. Costello will take suggestions to the Program Committee.

Wiitanen was appointed to the Program Committee as Board liason, replacing Phlipps.

Wiitanen described some of the features of the Board's DokuWiki.

Grunkemeyer reported on the financial state of the station: generally in good shape. He suggested that in the next budget an allocation be made to start funding of a local news effort. Belmont suggested that the only way to sustain a local news effort is to fund it.

Wilson reported on the steering committee (for the Montrose remote facility) meeting. It was productive. and five subcommittees were formed. The committee meets again on the 30th of April at the Montrose Public Library conference room. A mailing to current KVNF members in Montrose, Ridgway, and Ouray has been sent out to encourage wider participation. Egidi recommended that minutes be kept, and that a distribution and mailing list be established. Wilson also indicated that KVNF would benefit by a closer association with the Whole Life Network, now being directed by Roland Holzwarth. Hines indicated that the major thrust of the Outreach committee was to get KVNF out in front of "the people". A KVNF presence at various farmers' markets is being worked on by Freeman. The next Outreach committee meeting will be held at the Montrose Daily Press on May 1st at 11:30 AM.

Egidi discussed the Operations committee report (posted on the DokuWiki). He has entered the various goals into a project tracking program.

Kane's General Manager's report is posted on the DokuWiki. She will give the Board a presentation at its May meeting based on the contents of a recent course she took. She will be working with the Cocker Kids' Foundation on their fundraiser. Work on the multi-purpose room is essentially complete! The staff meeting schedule has been reworked to have two "business" meetings and two in-service meetings per month.

Grunkemeyer proposed and Egidi seconded a motion to adjourn. Motion passed unanimously.

Meeting adjourned at 9:27 PM.

Next Board meeting: 6:30 PM on 19 May 2008 at KVNF Studios in Paonia. (Food at 6:00 PM).

Respectfully submitted,

Wayne Wiitanen, Secretary