

Great Falls Public Radio Association (KGPR) Board Meeting Minutes

February 17, 2020

The meeting was called to order by Board President Rich Liebert at 6:30 p.m. Present were board members Joe Moll, Thomas Risberg, Matthias Schalper and Diane Stinger. Guests present were KGPR Station Manager Thomas Halverson and Connie Moll.

The minutes were read and one correction/clarification was made regarding the sentence about posting on Facebook: If everyone on the board shares about KGPR on their own Facebook page it gets shared again. Matthias clarified his suggestion about underwriters coming into the studio and hosting a program: he said his suggestion could apply to anyone who wanted to pay for a hosting spot, or give it to someone for a birthday present, etc. Thomas suggested it be called "Be the DJ". Matthias pointed out it would create an opportunity for income for the station.

Joe moved and Matthias seconded the minutes be approved as amended, motion carried.

Thomas made a suggestion that we host a Trivia game on the radio, with teams in the studio and/or via remote broadcast.

Rich gave the financial statement \$72,000 in the Missoula account, \$24,000 in checking and savings account. Rich showed a copy of the budget template he would like to use. He also recommended we consider hiring Jeremy Trebas as our bookkeeper/accountant. Jeremy is currently the financial officer for the Rescue Mission, he comes highly recommended, and charges \$25 per hour as opposed to Anderson ZurMuehlen, which charges \$80 per hour. Rich pointed out that AZ's services were necessary to get our accounting back on track and correct mistakes made previously. Now that all accounting is corrected Rich feels we can hand it over for maintenance to a more affordable accountant. Rich plans to have Jeremy Trebas attend the March board meeting in order for the board to meet him and ask questions.

Rich pointed out that when we gain underwriters we will need to send out billing statements. Diane asked whether the accountant/bookkeeper would handle that, Rich said perhaps. Joe suggested we find a program that can print bills. Thomas R. suggested email invoices.

Richa stated KGPR paid Tim Hodges \$109 to reimburse him for streaming services he had paid from his personal account. Tim Hodges, when asked, said he knew nothing about the NPR bill for streaming services.

Regarding the engineer's time in the studio, Rich stated both sides of the issue need to be aware of each one's schedule.

Rich stated that Heritage Hall will be set up for broadcast from KGPR studios without complicated preparation, wiring to the studio will be completed and studio equipment will be upgraded.

Rich also asked Tom H. to keep a list of maintenance issues. Rich asked, "What constitutes an emergency engineering issue at KGPR"? Rich suggested that if we are off air, unable to broadcast, that would be an emergency and engineer Greg Muir should be called. Tom H. stated that Greg Muir has an alarm in his home office that sounds if KGPR goes off air.

Rich stated that Tom H. needs to submit a clear list of maintenance needs on a regular basis.

Diane stated it is incumbent upon the GFPRA Board and employees to make every attempt to extend courtesy, cooperation and consideration to our volunteers and contractors.

Rich moved the discussion to the website:

>Are we ready to push and reveal our website? Thomas R. said we need a new design for our logo. It was agreed that would be accomplished via email and messenger between board members over the next month.

> Thomas R. stated that up to now changes to the website have been done pro bono by Louis at Shortgrass but to continue doing so Shortgrass will require a monthly contract. It was determined the steps would be to ask Louis at Shortgrass to make some final changes, for which he would be paid, and Thomas R. would talk to 406 Web Design and Marketing. Thomas R. thinks that Amy at 406 might maintain our website at no cost to KGPR. Thomas R. said he could add Google Analytics to the website by next month. It was the consensus that we are not ready to reveal our website and we would coordinate the reveal with the fundraiser appeal in April.

Rich brought up the idea of creating a spreadsheet of donors and from there mailing labels. He would like to send out postcards or a letter seeking people to be on a finance committee. Rich stated we need help finding sponsors and board members.

A quarterly newsletter was discussed. There was consensus that it could be sent via email, Facebook, website and hard letter. A writer/complier of the newsletter was not discussed. No action was taken.

Thomas R. stated he had emailed the notes from the signature music event brainstorming session of February 3. He stated he had learned from Kristy Scott, Director of the History Museum, the museum board does not want to offer use of the Ozark Room for events because it is too costly. Further, the museum board has decided the Director may not be an event chaperone. From that it was determined we need to seek another venue for a signature music event. It was determined by consensus that we are not at this point ready to start the planning process. Thomas R. pointed out when we do plan we need to think of how to sell this, we need to think how to craft our message without sounding desperate. Tom H. asked whether it would make sense to plan something after the pledge drive in April, see how our funds are after the pledge drive. Rich asked whether we need to generate listener dialogue during Pledge Week. Tom H. suggested we “make a good stand” on Pledge Week, keep our outlook to listeners rosy till after the pledge drive. Rich said we should look at how it was done for the transmitter fundraiser, perhaps make a special appeal during Pledge Week.

Underwriting was discussed:
week for May.

>RCBI has purchased 20 spots per
>It was stated we need to emphasize to potential underwriters our Nielsen ratings and our demographics: our listeners have a high level of education and discretionary income.
>Rich stated that Shane Entswailer of the Chamber of Commerce thinks our rates of \$150/month for general sponsorship are very inexpensive. He told Rich not to underestimate what we have.
> As our rates were discussed Thomas R. noted we should have the utmost flexibility in providing the spots a potential underwriter is seeking, considering we aren't making any money from underwriters at this point. Rich said we also need to emphasize we are locally produced and target local listeners.
> Rich stated he had cleaned up the sponsorship rates page and added a logo.

Specifically, Great Falls Symphony underwriting contract was discussed. It was determined that the board would like to offer the Great Falls Symphony a package that would include a Showcase for the April 8 concert and a Showcase for every concert next season. We would ask Hillary to write a 30 second message

spot to be aired 15 times per month, read and prerecorded by a person of her choice. The package of Showcases and monthly spots for the season would be offered at \$1800, and the contract would be explicit about the script and the times each spot would be aired, but they would air at least directly after Morning Classics. Diane suggested they be part of a pre-recorded segue with a music bed.

Matthias noted this sort of thing needs to be addressed by a committee, not the full board.

Tom H. was asked about whether he had had any success in finding a job description for his position. He said no, and he thought the board should write a job description. Rich noted the board would come up with a description by next month, and that Tom had been drawn into production and many other aspects of station managership.

Rich said he plans to attend a Chamber of Commerce event on Feb. 20 at the CM Russel Museum entitled Business After Hours, as representative of Great Falls Public Radio Association.

Rich restated that our eventual logo should emphasize community public radio.

The meeting was adjourned at 8:30 p.m.

Minutes respectfully submitted by Diane Stinger, GRPRA Board Secretary