

The meeting was called to order on Zoom at 6:35 p.m. Board members attending were President Rich Liebert, V.P. Joe Moll, Secretary Diane Stinger, board members Janice Driver, Thomas Risberg and Matthias Schalper. No guests were present.

The minutes from the last meeting were reviewed. Matthias moved to accept, Thomas R. seconded, and the motion passed.

Rich gave the financial report. 10,000 in checking account, \$2,000 in savings account. Outstanding bills to pay: \$1000 to Anderson ZurMuehlen (accounting firm) and \$800 to NorthWestern Energy. Rich said our PPE loan of \$7340 through First Interstate Bank should, according to First Interstate, be easily forgiven after Congress passes legislation that allows a one page memo for forgiveness rather than a length application process.

Rich noted we can now operate legally as KGPR and accept checks written to KGPR. He said all officers need to call Tessa at First Interstate to make an appointment to come in and sign the signature cards.

The station manager report was given. Being brief, Rich said he asked Tom to file a supplement tomorrow. The Station Manager report, submitted Oct. 19, 2020, read as follows:

- 1) Submitted FCC quarterly report.
- 2) Matt and Tom submitted streaming reports.
- 3) Prep for pledge drive.

Rich asked Tom H. to make certain radio hosts mention the pledge drive often, and remind listeners they can donate through Missoula or mail a check written to KGPR to our P.O. box.

The Engineering report was short, with no issues in the past month.

Old business: Thomas R. has all podcasts from Tom H. uploaded to the website. The only problem has been a lack of clarity with regard to the titles; there are sometimes inaccuracies in the labeling. Thomas said each podcast, when correctly labeled, only takes about 3 minutes to upload to the website.

Facebook was discussed. It was noted that the key to fundraising on FB is to make it easy and quick for people to do so. Ease and immediacy were stressed.

Rich asked Mattias to coordinate with Shane Entzweiler at the Chamber of Commerce on the business side and Janice to coordinate with Jenn Butler, the head of the Alliance for Nonprofits, on the nonprofit side of the Chamber of Commerce.

The FCC licensure renewal was discussed. Greg Muir is working on the technical aspects. Rich has asked Tom H. to focus on the public files. Joe noted he had worked with Tom H. searching for documents and at this point have been unable to find some. Rich suggested looking for them online. Rich noted we have to gather quarterly reports for the last eight years for the FCC license application, and that technically we are supposed to have a link on our website to our Public Inspection File, which needs to be maintained on a regular basis. Rich noted that Derek Teslik of the law firm Gray, Miller and Persh in Washington, D.C. is guiding us through the application process. Their fee is \$350 per hour.

The fall Pledge Drive promotion and message were discussed. It was agreed by consensus \$30,000 is a reasonable goal for KGPR to seek in order to pay expenses until the spring pledge drive. Janice noted it is not unreasonable, considering our electricity costs alone. Rich stated we need to examine founding documents and the original contract and look at renegotiating the GFPR contract with Missoula. It was agreed we also need to establish the total bill for NPR and AP and determine whether the amount GFPR is paying for these services is commensurate with the percentage of listeners in the KUFM listening area v.s. total MTPR listeners.

Appeals to donors were discussed. The letter to donors from the survey who had agreed they would support KGPR were emailed in late September but we won't know until we get the figures from MTPR in Missoula what the response was. It was agreed we cannot ask them for further donations. Asking for a donor to fund the FCC application was discussed. It was mentioned we could consider an end of the year campaign if the pledge drive does not yield enough money. It was suggested only a big donor to bridge the gap, rather than asking small donors to chip in again. Or perhaps a big donor and a match drive.

The board agreed to solicit sponsorships or donations from businesses. The list Greg Muir suggested was shared with the group. Each member chose a business to approach. The question arose but was not answered about how many \$120 per month promotional slots KGPR has available. Rich suggested we could have one on each side of and one or two in the middle of each local program. It was noted we do not have a mid-day music show every day. There was some discussion of seeking sponsorships versus seeking large donations. Thomas R. remarked smaller businesses have more local control and less hierarchy for donation or sponsorship approval. The consensus was the board members would approach businesses for sponsorships. Rich said he would approach North 40; Thomas R., Scheels; Janice, Eklunds; Matthias, Embark; Diane, Albertson's westside, Enbar and/or Taylors AutoMax.

Rich reviewed the tasks ahead: speak with the Chamber of Commerce about supporting KGPR, promote pledge drive, seek sponsorships. A short work session was tentatively scheduled for after the pledge drive but no date was set.

A motion was made to adjourn, the motion was seconded and passed. The meeting was adjourned at 8:00 p.m. The next regular board meeting will be on November 16, 2020.

Minutes submitted by Diane Stinger, GFPRA board secretary