

The meeting was called to order by Board President Rich Liebert on the Zoom platform at 6:35 p.m. Board members present were Lonnie Hill, Joe Moll, Thomas Risberg, Matthias Schalper, Diane Stinger. Guests present were Gabe Vasichek, Josh Dowdy and Tim Hodges.

Rich mentioned the streaming and broadcasting problems and the workarounds necessary for the last month. Gabe said Greg Muir adjusted and calibrated the satellite receiver and everything has stabilized since then.

Diane sent out initial minutes but they were incomplete, she will complete and email them. Diane contacted Sue Ginn for another spreadsheet of donations for the last month and has not heard back. Tim Hodges said in his time as president they did not receive monthly reports of donations, only pledge reports at each fundraiser. He suggested a quarterly update might be possible. The purpose for asking for regular updates of donations was expressed as to monitor income to be sure it is meeting expenses, and to keep track of donors.

Finances were discussed. \$20,265 in the Great Falls Bank, \$27,000 in the Missoula account. KGPR has received some direct donations. New sponsors have been obtained: Montana Farmers' Union, Kellergeist, Renditions Music, Wild Montana, The Decorating House, added to the older sponsors: Celtic Cowboy, Big Sky National Heritage Area Association, and Montana State Parks. Rich mentioned Vertical Bridge is always over \$1,000 and always the biggest expense.

Rich asked the board whether GFPR should continue as a member of the Chamber of Commerce. Tim Hodges said the board found at one time there was not a lot of value to being a member, and suggested the \$350 could be better spent. Thomas Risberg agreed, suggesting GFPR does not have the personnel to be engaged adequately with the Chamber, to leverage membership. Rich agreed. Tim pointed out there needed to be someone who likes to "schmooze" at Chamber events, without that person there is no value. Gabe pointed out increased engagement on the Facebook page has produced good response. Matthias said perhaps the Chamber could waive the fee in return for radio announcements. Thomas agreed. Gabe said he thought Shane Entzweiler noticed KGPR when the videos were made at the Chamber event. Joe moved we asked the Chamber to comp us the membership fee in exchange for radio air time, Matthias seconded, motion passed. No person was designated to approach the Chamber with the proposal.

Rich noted income for the last month was indicated at \$2500. Assuming \$2500 as a revenue stream, he projects we will have about \$30,000 after paying a first half of contract amount to Missoula on December 1. It was noted Sue Ginn at one time emailed Rich we had received, by her estimation, \$6,000 per month over the last year, yet spreadsheets indicate about \$2500 per month. Diane will attempt to clarify the different information with Sue. Rich is basing our revenue stream on the more conservative amount of \$2500, under which we can still maintain expenses.

Thomas said Paris Gibson asked that Russel Roland be on Voices and Views and noted Russell has a show on Yellowstone Public Radio entitled "56 Counties" and asked whether there would be a problem having him on. It was agreed it would be a fine idea. Diane mentioned she is hoping both MTPR and Yellowstone will air the Steve Liefman Voices and Views interview prior to Judge Liefman's appearance in Montana on September 14.

The Program Director's report from Gabe included: all door cards are updated, all hosts are doing their own shows without his assistance. Gabe is sorting and culling CD's in the studio, storing them at his office in the Columbus Center. He pointed out there are so many stacks of CD's in the studio they are unusable. Local content shows are continuing to be produced. Some shows were delayed by a week when the T1 line was down but things are back on schedule. Gabe asked whether he could do a show occasionally from midnight to 1:00 or 2:00 a.m. He said it won't be regular, but feels the Missoula rebroadcast of Morning Freeforms at that time is not always appropriate. Rich approved the idea. Gabe said a personality named Mike "Pipewrench" Peterson wants to do a show. He said Mike has a big following online, Gabe is not certain the personality would integrate with the public radio sound. Mike would like to do a morning "classics" show, as in the 60's and 70's radio classics. Gabe noted Mike has a big personality and 50,000 people following him. Rich suggested a demo. Rich asked "What is the sound? Does it match our "sound"? Diane asked whether he has an understanding of the difference between public and commercial radio. Gabe asked how much

do we really want to take on new programming? Do we have the time and personnel to manage new programming? Tim asked whether he would be trying to bring in cultural/political views? Gabe mentioned Mike has been involved in public radio for a long time. Tim suggested we have a brand to protect, and are just establishing our brand, and need to be cautious about bringing in very new and possibly different personality. Gabe suggested we need to stabilize our technical issues before beginning new programming. Matthias suggested we need to establish whether we even want to fill all mornings, and have a plan for the next five years of local programming. He suggested it would be helpful to continue to establish what we want our station to sound like in the morning, and then find someone to fill the slot after we have established a firm idea of our morning sound. He feels that would establish cohesiveness, rather than a patchwork of very different sounds. Gabe agreed we have tried to establish a more curated experience, free form within a certain experience. It was agreed we are not in a huge rush to fill morning hours, and need to at this time to establish a firm philosophy of our "sound." Tim suggested we need to firm up how much eclecticism we want to embrace, and we need to fit the content to the time of day we are airing the programming. Tim's thought is public radio is where you will find programming you won't find any place else, and we need to establish a routine for our listeners, and have a curated experience based on a philosophy and routine.

Rich stated he himself will jump in and help with On Point, he has some people lined up to interview and it will be aired the first and third Tuesdays. Rich will be working with Eric Peterson on the On Point interviews.

Rich asked Josh what his next question will be, on his next show. Josh will ask whether the behavior your favorite artist affects your view of the artist's music, and uses Facebook for feedback. Rich asked Lonnie Hill about Facebook presence. Lonnie said DJ's are doing their own thing on our page and that is a good thing. He encouraged Josh to use our FB page. Thomas noted videos get more engagement and builds an interactive audience. Thomas suggested we invite our friends to like our page, and suggested we could get up to 200 new followers. FB gives preference to videos over pictures, he said, and shares are the best. Commenting and liking drives higher reach. He said that over time it builds quickly. Lonnie feels our Facebook presence is growing. Gabe suggested we budget some money for Facebook advertising. He thanked Lonnie for his donations to the boosts and suggested the GFPR budget contribute. \$50 per month was suggested. Tim Hodges pointed out he has been paying the streaming costs for a 60 bit audio stream, and would like to raise it to a higher bit, which would increase the costs to \$12 to \$16 per month. He said he will develop a proposal and ask GFPR to take over the cost. It was noted the stream is working well since Tim tweaked it. Rich asked whether the \$108 for Podbean was an annual expense. Thomas said yes. It was noted all our shows are on one channel. Thomas noted it confused the content when many things are on one channel. He pointed out regular podcast listeners expect to access one show or type of show on one channel. He suggested when we get more listeners we would get more podcast subscribers if we had a channel for each show. Thomas asked Tim whether we are on podcatchers. Tim asked whether that was the podcast store on iTunes. He said he would research and find out. Joe Moll noted both iTunes and Amazon have a podcast store we could explore accessing.

Tim suggested if we wanted to add a dedicated podcast channel we choose our strongest show and develop a sponsor slot for \$108 per year, a relatively cheap sponsor slot, or even sell it for more than \$108 to make extra money. He suggested it could be bundled, put into on-air sponsorship, and add a podcast ad that can actually have a call to action, there being no public radio constrictions on ad content for podcasts. Thomas suggested it is time to move forward with the new podcast channel idea, approach North 40 to pay \$250 per month to sponsor Land of Grass, and include an on-air sponsorship, plus a podcast ad. Thomas said he would approach North 40. There was no motion or vote, it was left at Thomas approaching North 40.

Rich asked whether all shows are now on podcast. Gabe and Lonnie agreed they are caught up, and reviewed the method of getting the shows to Lonnie Hill for uploading.

Rich brought up the Farmers' Market presence, and stated he was ready to go out with Eric to do interviews at the Market. Lonnie said he talked with a person from the Market board who said we could stop by the Market table and interview the Market manager.

Rich thanked Gabe for starting the “Revive the Vinyl “ pitch. Gabe said John Taille has used one turntable, and found it goes out over the air but doesn’t record.

The new brochure designed by Lonnie Hill was shown on shared screen, the schedule was discussed and some minor tweaks were discussed. Gabe noted the brochure lets the listener know about local engagement. Thomas suggested we asked Advanced Litho to print them in exchange for adding their logo. 1,000 is roughly \$360. Gabe suggested we can add on-air ads for them, also. Gabe suggested the brochure will help recruit new board members.

KGPR Fall Music Festival was discussed. The purpose was defined as to raise money, and to create exposure for KGPR, increase awareness, noting our brand is local. Gabe noted the annual listener appreciation parties were an expected event. It gives the listeners a chance to re-engage. Matthias will lead the planning team, to start brainstorming where and when to have it, featuring local talent. The last party was a model to build from. Matthias said we need a direction on what kind of festival, what kind of size. How much can we handle on this? One possible venue is the outdoors stage at Kellergeist. A three or four hour period or a whole day could be considered. Rich emphasized local talent, local bands. Lonnie Hill suggested setting up two stages, one for larger groups, one for smaller. Lonnie said he likes the idea of “cranking out local stuff”, reflecting our brand. Gabe suggested he could introduce local DJ’s between bands. Joe asked whether we need a permit from the city. It was determined only if we use public property or need to shut down a street. Livestreaming on Facebook and streaming that part of the event over the air was suggested. Josh suggested collaboration with some of the concerts held in the downtown streets. Rich suggested streaming the interviews Eric might do at the Farmers’ Market. Gabe cautioned we don’t have a delay, we need to be cautious about streaming interviews.

The meeting was adjourned at 8:00 p.m.