

January 25, 2019 11 AM

Board Meeting Minutes

In attendance: Bill, Larry, Rogers, Sarah, Tony, Brent, Colleen

Public Meeting posted on website: 1/18/2019

Meeting called to order at 11 AM. Motion was made to accept minutes from 4th quarter 2018. Tony moved to accept the minutes, Rogers approved. Motion carried.

- I. Treasurers Report: First year as public station results were good \$559,449 in income. Want to increase underwriting from 256K to 320K in year two, 2019. AGMF will be looking to add an underwriting person in addition to Colleen doing it part time. Want to increase income to at least 5K monthly, approximately a 15% increase.

A motion was made to accept the Proposed 2019 Budget. Motion carried.

- II. Staffing

New part time database person, Erin, will start the beginning of February. Will train her to manage the day to day data entry and acknowledgement work

Rogers stated they want to bring on an independent underwriting sales person following EEOC requirements, AGMF Employee. Person will sit in the sales area with Jeff. Cathy will oversee the process and procedures for hiring in ABQ. May be PT to turn FT.

- III. New Business

- Rogers mentioned they are looking to transfer translators, in process of filing application for Roswell.
- The cost for Scarborough Data subscription would be \$3600 annually. Has a proposal for 4 books from Nielsen Data
- Trips- KHFM should start doing 2 trips per year for income generation. There will be the May trip to Italy with Brent and a second fall trip to Spain. Could be a wine trip. Total trip income goal of \$10,000
- Did 12K in auto donation, need to increase, can be a significant line item with consistent annual income
- Call Center for pledge drive: We are evaluating different call centers as Live Reps has not been a good organization for KHFM. There are many data errors, donors

saying the reps were not helpful or polite, and long hold time. Whatever options we find we will share with Carolyn Jewel

- CPB Grant: will start review, Colleen to drive the process to get information from Board members; 2020 Grant and deadlines have not yet been posted on website. Colleen to follow to stay on top of deadlines and dates for submission
- Brent reviewed the proposed dates for 2019 Drives: Plan to start “Quiet” spring drive April 1-7; Fall drive: August 19-25, and Winter drive in two sections: Starting with Thanksgiving, Giving Tuesday on November 26-Dec 6, then begin again from Dec 26-31st.

Meeting adjourned, 11:45 AM

Next meeting: April 30th, 11 AM

Respectfully submitted,

Colleen Harris