



90.9FM • Salt Lake City

Wednesday, February 22, 2023

**KRCL Board Meeting**

**Meeting in person and via Zoom**

**Present:**

Gavin Dahl- General Manager  
Ebay Hamilton- Operations Manager  
Kerri Hopkins - Chair  
John Johnson - Vice Chair  
Aldo Arnone - Treasurer  
Marcie Young Cancio - Secretary  
Risshan Leak  
Glenn McMinn  
Kyle Gish  
Chip Luman  
Ian Percy  
Angela Dean

**Absent:**

Andy Yorkin

- Approve January 2023 minutes: All
  - Aldo suggests making edit to minutes that clarifies a 6-month commitment for treasurer. Motion by Aldo, seconded by John. Unanimous approval.
  
- New officers: Kerri
  - John attending EC meetings, nominated to vice chair (not seeing chair position next year). Kerri motions, Ian seconds. Unanimous approval
  - Approved with note above from Aldo

- Financial review: Aldo
  - Expenses were under budget for the month, about \$16K. Year to date, the expected increase is ahead of the decrease by about \$2K.
  - January budget not broken into three categories as discussed. That will be fixed for February (Gavin)
  
- Operations Director report: Ebay
  - February programming: Black History Month programming, love notes for Valentine's Day, President's Day on fun facts from local elementary school students, Jazz show back and on demand, SLCC and Amplify Utah takeover of RadioActive on Thursday nights
  - March programming: Women's History Month, full day of all-women's programming March 8 for International Women's Day, all women team at City Cast guest DJing March 8, Women Who Rock trivia night (put together by Eugenie) at Mtn West Hard Cider on March 8 at 6:30/7p trivia, screening of Patti Smith movie (March 9)
  - Numbers for 2022 – average 57,600 cumulative unique weekly listeners, or about 1.3 million for year. Slightly down from just under 59,000 in the previous year of 2021. Loss attributed to decoder being down for two weeks that tracks listening in February 2022. Brought down the entire average for the year. February 21,000 jumped to 71,000 the following month. Stayed above 60,000 from March to December. High in June at 83,000. Dropped to 40,000 and then into 30,000s in fall.
  - Two hosts left in 2021 and that could have contributed to drop as well as holiday/Christmas music programming taking away listeners. Also did more fund drives which typically reduces listenership. Could also be a turnover in ppm (portable people meter) users.
  - Gavin comfortable saying we have 80,000 weekly listeners based on what we know how about listeners across all platforms.
  
- General Manager report: Gavin
  - Gavin sent over GM report Wednesday. Highlights:
    - Employee handbook updates made
    - Need to revisit agreement with SpyHop on having students in the building on Saturdays, other items.
    - Sexual harassment and bullying agreements outlined, don't have a grievance policy outlined. Asks for board members to be on quick, subcommittee within Gavin to address. Kerri and John volunteered.

- Valene began in February; Conner will start end of month.
- First Tracks SBA update: Bookkeeping company, about 50 clients with staff of 10. Monthly service proposal is \$1,100/month. Principal is Celeste Royal, found through the Utah Nonprofits Association with strong references. Amanda Andrews would be assigned to work with KRCL and run books at 40 hours/month, cross train with a second person as backup. If work exceeds 40 hours/month, will be billed at \$35/hr. (Gavin forwarded specifics from Celeste). Expects more work on onboarding and fundraising months.
  - Ian suggests getting a stipulation of work in writing.
  - Haley will transition out with First Tracks starting March 1, to be ready for April fund drive. Does not expect Haley to bill any hours after May 1.
  - Board support to proceed, no vote needed.
- Fund drive to start Friday, April 14 through 23.
- Met with biggest fundraising folks at NPR, including planned giving and trying to get most out of membership with NPR before it ends. Looking at planned giving push. Val working on spots, will include check box on donation form moving forward. Lining up before going live on capital campaign.
- Has collected thousands of dollars in unpaid bill. Will send a more complete and specific report on that for the March meeting. Trina will also attend in March.
- Netted more than \$5K for Daptones movie in February.
  - Ongoing issues with operational things at Brewvies, Gavin has meeting to address some of these things.
- Gavin and Ebay toured KUER and PBS Utah to explore idea of KRCL activating the KUER studio for local bands in some context, 801 day planning could be opportunity and capital campaign opportunities.
- Equipment to purchase:
  - Desktops, monitors, laptops, one video camera and Mac Air for Gavin and Valene, estimated at \$15K. Portable zoom recorder, digital mixer, portable mixer, studio mics (4), drum mic set, estimated at under \$10K. Total for everything over 2023 about \$25K.

- Angela asked about phone service. Gavin says phone expenses are in the operating budget and Bill is trying to resolve issues. Doesn't expect there to be capital expenses for the phone at this time. (Ebay says it's an internet phone set up, provider says issues connected to KRCL set up with being on air etc. Setting up with another company would be a big undertaking, easier to troubleshoot and resolve issues, according to Bill. Working to resolve before fund drive. Gavin will get update on system and status.)
- Ian motions to approve \$25K, Kerri seconds. Unanimous approval.
  - Board should read Gavin's complete report for additional important information.
- Kerri moves to go into Closed Session at 5:02 pm, Ian seconds. Unanimous approval.

### **Closed Session:**

- Facilities/Events/GM goals
- Motion to end meeting at 5:42 pm from Ian, seconded by Angela. Unanimous approval.

