



**Wednesday, May 31, 2023, at 4:30 p.m.**  
**KRCL Board Meeting Minutes**  
**Meeting in person and via Zoom**

## Agenda

- Present: Gavin, Ebay Kerri, Aldo, Marcie, John, Angela, Ian, Glen, Andy, Chip, Kyle, Risshan, Kathy Beilfus, John White
- Approve April 2023 minutes: Will vote to approve April minutes next month.
- Financial review: Aldo
  - All in all, the month turned out great. Still chipping away at year-to-date figures.
- Operations Director Report: Ebay
  - Music meets movies full season ran for first time since before the pandemic. A few issues with Brewvies (upkeep, staffing, etc) and things to sort out before fall kick-off of next season.
  - Tabled at Kilby Block Party, Living Traditions. Goal is to get people to walk away with the KRCL app on their phones.
  - Will be at local festivals, farmers market and other events this summer. Asking for volunteers to help at events for off-air volunteering. Can call or email Eric or sign up online. Eric has also brought back the new volunteer orientation each month.
  - Website has increased from 8 static blogs from 4 and will have no issue keeping updated.
  - Officially hit spring radiothon goal (\$233k). Gavin's call back is new and that was effective in getting to the goal number.
  - Short summer drive coming up (June 20-23, 6am-6pm) goal is \$50K. Once

we hit the goal, we end the drive early in hopes that listeners will push toward the goal early. Theme is "KRCL: Your Summer Mixtape." For \$50 - submit a song for the mixtape, \$150 gets a song, a sticker packet, limited edition design shirt. Phone banking, email and off-air messaging begins next week (June 6, 7, 8 and 12, 13). Big priority is lapsed and new members. Volunteers will be in during the drive 6-6, no RadioActive pitching.

- Planning to launch a 5-7am timeslot, first time it's been filled with a live show in a long time. Good transition into a Brand New Day. Ebay has slotted hosts. Hope to launch sometime after the summer mini drive.
- General Manager Report: Gavin
  - Programming:
  - RadioActive - wrapped up VoicesAmplified show with SLCC for spring, Talanoa Studios with SLCC/Amplify Utah students did four shows in May for AAPI
    - Stories shared through Rocky Mountain Public Radio Slack have used KRCL stories, PRX sharing to be consistently posting and qualify for use of restricted funds
    - Call for ideas around programming for Juneteenth, 4th of July and Pioneer Day
  - Eugenie had Leo and the Meters live, tomorrow will have Josh Ritter
- Audit ongoing, not concerned about CPB deadline. Would like to be done talking about 2022 by June 30.
- Operations grant to Art Council due Friday, Hemingway TBD, Gavin to focus on grant applications at the operational level. Mighty Penguin sends lead generation monthly and Gavin looking at those smaller \$\$.
- Collabs: Festivals, Beer Guild, Blues Fest, Farmers Market, Utah Film Center/BBB collab
  - Farmers Market: 3 events with Punk Rock Farmer (June 24 - what's fresh, a guided tour of the market with Al, \$25 a ticket; two more events TBD)
- Underwriting:
  - Pushed back launch of Radio Workflow to July 1 (logs, all new contracts will come out of Radio Workflow after July 1). Bookkeepers will be cross trained with Radio Workflow.
  - What Trina is posting to underwriting is strong, more to come
  - Great meeting with the new director of "The Blocks," SLC's cultural core initiative
- Personnel:
  - Working on insurance and Regence coverage
  - Felix just celebrated 25th anniversary on KRCL
- Engineering: CPB money, will have an opportunity to do a request for funds on technical equipment
- Misc: Met with Kim at Axois, interim grand writer may sign on for coalition, Rocky

Mtn Community Radio conference in Oct 23-26 in Fort Collins (governance, fundraising and other tracks appealing to board), Gavin gave tour to new manager in KZMU in Moab, Lara and Gavin going to Denver in June; Trina, Morgan and Gavin going to Atlanta; met with Jeremy Pugh at SLM; met with Saltas at City Weekly

Closed Session:

- Facilities

Meeting adjourned, 5:45 p.m. (Angela moves, Glen seconds)

