

Golden Valley Community Broadcasters, Inc.
KZFR Community Radio Board of Directors
BOARD MEETING MINUTES

Board Meeting Date: 8 July 2025

Location: Virtual Meeting

Commencement Time: 6:00 pm

Meeting Open-6:00 pm/Meeting Closed 7:58 pm

Present:

A quorum is defined as a 'majority of board of directors' under Bylaws, Sec. 5.

Laura Lukes (Pres.) *Shelby Hebert

*David Fuhs (VP) Eric Johnson

Mary Tribbey (Sec.) Julie Kennedy

Paul Blackwood (Trea.) Emmanuelle Sainte (arrived late)

Absent: *Josh Indar

*programmer-elected

Staff:

Grant Parks, General Manager

Leah McKean, Volunteer Coordinator

Ray Laager, Underwriting Director

Shirley McCoy, Office Manager

Diane Culpepper, Business Manager

Guests:

1. Meeting Opening

1.1 Call to Order/ Begin Recording/Welcome/Attendance

1.2 Amend/Approve Agenda

Discussion:

Eric proposes amending the agenda to include 4.1 Copyright Infringement.

Action: Motion to approve agenda as amended. - Mary Tribbey

Seconded- Julie Kennedy

Roll Call Vote:

Ayes: All

Noes: None

Abstain: None

Absent: Emmanuelle Sainte, Josh Indar

1.3 Amend/Approve Previous Minutes

1.3.1. May 2025 Minutes

Discussion:

No discussion.

Action: Motion to approve May 2025 minutes. - David Fuhs

Seconded- Emmanuelle Sainte

Roll Call Vote:

Ayes: All

Noes: None

Abstain: None

Absent: Josh Indar

1.3.2. June 2025 Minutes

Discussion:

No discussion.

Action: Motion to approve June 2025 minutes. - David Fuhs

Seconded- Emmanuelle Sainte

Roll Call Vote:

Ayes: All

Noes: None

Abstain: None

Absent: Josh Indar

1.4 Treasurer's Update

1.4.1. Review and Approve May 2025 Financials

Discussion:

--Paul reports that gross profit is slightly lower on the actual vs. budgeted but our expenses are also lower resulting in a positive net revenue. There are a variety of expenses we haven't had to dip into such as broadcast expenses. Other expenses were budgeted so that we have worst case scenario monies available. Our money coming in during May was slightly lower but not anything lower than what we've seen so far throughout the year.

--Julie asks if any of the documents reflect the \$20,000 unrestricted net assets that had been discussed at length during our last meeting. Paul: the \$24,000 in net revenue is the dollar amount that was going to be carried into next year and essentially reduce a negative budget. It is not actually factored into the May financials.

--Eric points out a few items: our budget for advertising was set at \$15K for the year and we're already at \$30K; fundraising income is at approximately half of what was budgeted for; and the transmitter's continued costs. Grant explains that we dealt with most of the transmitter issues in July, August, and September of last year- that was still in this fiscal year. These are expenses we shouldn't incur moving forward. Advertising is a lot higher than was budgeted for but most of this is trades and not cash. If these trades are for advertising, sponsorship, or promotion the expense line goes into the advertising and promotion line. Several different accounts were combined into this single account, also. Fundraiser income is indeed lower than we wanted it to be. Eric asks if we should increase our budget for advertising. Grant has budgeted a lot less cash for smaller items in this coming fiscal year. Laura adds that the budgeted advertising expense for the current fiscal year is \$25,000, so it has been increased.

--Mary asks if it's possible to delineate the different types of advertising- what is cash, what is trade, etc. Diane can create a sub-category for trades only and can set it up this way starting with this fiscal year.

--Julie asks about our Stripe fees expenditure, our insurance expenses, and pledge drive expenses. Grant explains that our Stripe fees are the processing fees we pay when people call and make credit card donations during Pledge Drive. Our insurance had an overpayment- a check was sent to the wrong place. Our pledge drive expenses being over budget may have to do with us purchasing merchandise from Printed Image after exceeding our annual trade amount. Grant can dig into this item further. Paul adds that part of the pledge drive expenses also included the

cost of the mail campaign that we did. We saw a very good return on this investment. Diane confirms that the high-dollar amount pledge drive expenses are all trades.

--Shelby asks for a further explanation of how trades are reflected in the budget. Grant gives an example: Ray goes to Celestino's and asks for \$150 worth of pizza and, in exchange, we give them underwriting on air to the equal amount. Because we have to track all of our income that comes into Quickbooks, regardless of the type, these trades still function as a cash function. When we report to the CPB, some of these trades can count towards the goal we need to reach to receive funding. In order to account for these properly, there has to be a dollar amount going in- this would be the underwriting trade income item line- and an expense to an equal amount. We have to reflect items that come in and see them come back out. No cash is exchanged in this kind of trade.

Action: Motion to approve May 2025 Financials. --Shelby Hebert

Seconded- Mary Tribbey

Roll Call Vote:

Ayes: All

Noes: None

Abstain: None

Absent: Josh Indar

1.5 Public Input/Correspondence

Discussion:

--The board received an email from the ARC of Butte County asking if we'd like to be a media sponsor for an upcoming event. Grant review this request if someone forwards the email to him. Ray adds that ARC is an underwriter- this would be separate, but he would be happy to look at this too.

--Stacey, a former employee, owns a food cart, Baked, Smashed, and Fried. She is interested in participating in events. Laura and Leah followed up with her and sent her information about The Touch of Chico. Leah will follow up with her again.

1.6 Meeting Notices and Announcements

Community Advisory Board (CAB): 07/29/2025 in person

Executive Committee: 08/05/2025 in person

Fundraising Committee: 07/15/2025 in person

Grant Writing Sub Committee: 07/23/2025 via Zoom

News Committee: 07/15/2025 via Zoom

Program Committee (PC): 07/17/2025 in person

Technical Advisory Committee (TAC): 07/22/2025 in person

See: [KZFR Board and Committee Meeting Google Calendar](#)

BOD Event Cash Counts: (signups shown as of Wednesday, July 3, 2025)

Link: [KZFR BOD Internal Controls \(Cash Count\) FY 24-25 Sign-up sheet - Google Sheets](#)

Count Date	Event	Signed Up	Need
7/28/2025	Summer Record Swap	Julie Kennedy	1 person
9/15/2025	Touch of Chico	Shelby Hebert	1 person
10/6/2025	Chikoko	Mary Tribbey	1 person

2. Action Items

3. Staff and Committee Updates

3.1 Staff Reports

3.1.1. GM Report- Grant Parks

--Submitted prior to meeting.

--Grant's report includes a quarterly fundraising report that includes events that we've held in April, May, and June. Overall, we did not have the best showing of the couple of events. Our new program "Mic Check" has debuted. We have some upcoming mini-series that we'll be producing such as "Living with Wildfire" that will begin airing in August. Grant encourages all of our Board members to sign up to participate in the KZFR Blood Drive. Emmanuelle submitted a soundtrack for the Blood Drive for us.

--Mary asks about the NFCB conference. She appreciates Grant's attending of the fundraising workshops and she would like to know more about the implications for our station from the other sessions that he and Leah attended; In particular, how these implications may fit in with our Strategic plan. Shelby would also like to know more about project-based funding and what we can learn from other stations about accelerating local newsrooms. Grant will write a sub-report about the NFCB and share this with everyone in August. Laura thinks that it is extremely worthwhile to send Grant and Leah to the conference.

--Eric feels that the Rik Jam show at the Commons taught us that the Commons is not really a good partnership. He reiterates Ray's philosophy of supporting our underwriters and feels that for future events, we focus on partnering with our existing underwriters. Which local venues that are current underwriters with us can be discussed further with the Fundraising Committee. Shelby adds that the lesson learned could be that the more that we can clarify our partnerships ahead of time, the better all parties will understand expectations and be more satisfied with end results. She suggests considering drawing up MOUs for our events.

--Paul follows up this conversation asking Grant about his overall perspective of our relationship with and the experience with the Commons. Grant is still a little disappointed. We did not sell enough tickets ahead of time. This is just show business. Now Grant can approach them well ahead of time with clear expectations and responsibilities established. Julie asks if the experience was bad enough that the relationship is irreparable, and if Grant has had any kind of follow-up meeting with them. Grant knows the owner of the Commons outside of the station. They have not had a formal sit-down. He can still chat to them anytime. Shelby suggests drawing up a lessons learned document based on all of this feedback.

--David shares that the Rik Jam show was completely packed with people. Grant points out that the only people who were aware of all of the issues of the show were us internally; all of the attendees had a great time and we got some excellent exposure.

--Julie asks when the Chico Enterprise-Record news segment will be airing and if it's going to be a standing program. Grant reports that it will be airing Mondays and Tuesdays at 9am following Democracy Now. Ideally, it will be running regularly.

--Julie asks if we will pursue holding another Beats and Brews event. The Fundraising Committee will be discussing this at their next meeting. People seemed to enjoy the event. Ideally, our proof of concept is enough to approach businesses about sponsoring the event. Julie also thinks that our participation survey is well-designed and is interested in the feedback we will receive from it. She would like to see us seek out more breweries with non-alcoholic offerings. Shelby suggests emphasizing the different types of admission to the event to highlight that it is a family-friendly event- this could potentially boost attendance.

--Emmanuelle suggests having KZFR representation at the Concow Relations gathering. She points out that the events like Rik Jam and Beats and Brews are fruitful in terms of bringing camaraderie to our community. Shelby agrees that some of the benefits from our events are non-monetary. We still need to be fiscally responsible, but while factoring in these social benefits.

3.1.2. Underwriting Report- Ray Laager

--Submitted prior to meeting.

--Ray reports 2 new interesting underwriters: A new affordable housing complex, Cussick Apartments managed by the DANCO Company, out of Arcata. We haven't had this type of underwriter before. Ray contacted Tehama County regarding their Senior Expo and they are now underwriting with us. Julie asks how Ray secured the Cussick Apartments. He said it came from his News and Review connections- he received a press release from them and reached out.

--Ray shares his thoughts on the Beats and Brews event. He talked with all of the vendors- it was very accommodating for them. He thinks it will grow and that we learned a lot. We should start planning the next one very soon to reach the breweries that people really want to go to. Now that Oktoberfest doesn't exist, there is a space for us to fill. He gives kudos to everyone involved in organizing the event.

--Mary asks why Butte County wouldn't want to partner with us. Ray explains that it's likely because they are very conservative and because of their misperception of who we are. He's tried and has been trying for years to work with them.

--Ray: we need 30 people to sign up for the Blood drive before Vitalant will allocate their resources to us, so there is an urgency to get enough people signed up. He wants to get us a lot of coverage with a press release and having Action News cover the story. Everyone who gives blood will be entered into a drawing for a free car detailing.

3.1.3 Volunteer Coordinator Report- Leah McKean

--Submitted prior to meeting.

--Leah points out that nobody who attended the Rik Jam show had any idea that we didn't make much money on the show. From the public viewpoint, it was a success. It was the same for the Beats and Brew event. It was a full crowd and people were happy to be there. These were both more "friend"-raising events.

--Leah's main focus until Pledge Drive is the Touch of Chico. The Touch already has 3 sponsors totaling \$2,000 and 2-3 more potential sponsors. Mary suggests asking Tri Counties if they'd be interested in sponsoring the Touch. Mary will send Leah the info for her contact there. Sponsors have until the end of July to be included in our on-air promos and on posters. Ray will reach out to the marketing coordinator at Member's First to see if they'd be interested. Julie suggests reaching out to Enloe. Leah has tried but they do not seem to be interested in partnering with us. She is not sure that it would be a good fit.

--Paul mentions Interwest Insurance. They are a local agency with lots of ties to the community and they have a local donation budget that they utilize. Paul will email Leah their information. Shelby adds that most large businesses/corporations do have some kind of donation budget; Usually they just want to see a letter that includes tax ID number and a description of the event. This could be another way to reduce our expenses.

3.2 Committee Reports

3.2.1. Community Advisory Board (CAB)- Laura Lukes

-Submitted prior to meeting.

-No discussion or questions were raised.

3.2.2. Document Review Committee

--Submitted prior to meeting.

--The Document Review Committee has completed their second review of the Bylaws. The Bylaws will now be sent to the Executive Committee for review before being presented to the Board. This will be a discussion item at our August meeting.

--This Committee is now on an indefinite hiatus.

3.2.3. Executive Committee- Laura Lukes

--Submitted prior to meeting.

--The Board orientation will be held on Monday, 14 July from 9 to 11 am at the Center for Spiritual Living- address to be sent via email. The first portion of the meeting will consist of a webinar regarding how to read financial reports. Laura will be sending out a short survey via email and compiling everyone's answers to comprise what will be discussed in the second portion of the meeting.

3.2.4. Fundraising Committee- Grant Parks

--Submitted prior to meeting.

--Two grant applications were submitted in June; one for the City of Chico Arts Grant program for \$5000 (this is matching) and one for the California Arts Council General Operating Support grant for \$30,000. The City of Chico Arts Grant program should announce grant recipients on 1 August. The California Arts Council should be announcing recipients sometime in September or October.

--Eric asks if there's been any progress has been made in splitting up the Grant and Fundraising Committees. Grant: there are two different committees now. The first Grant Writing Committee meeting will be held on 23 July at 10 am via Zoom. Grant will add everyone who showed interest to the group email list for this Committee and send out a Zoom link soon.

3.2.6. News Advisory Committee- David Fuhs

--No report was submitted.

--Their next meeting is scheduled for 15 July via Zoom. They will be discussing the Strategic Plan deliverables. Members will review other station's news broadcasts. Chris Nelson would like the Committee to come up with a more specific, detailed rating system. Shelby offers to help with this task. They will also be reviewing the most recent News program demo and research more funding opportunities.

--Emmanuelle: The Sacramento Observer is interested in partnering with us and would like to see our listener demographics. Grant will share this info with Emmanuelle. Emmanuelle will share her contact person's info with Grant.

--Ray: Cap Public Radio is turning NSPR back over to Chico State. This may open up some more collaboration opportunities for us.

3.2.7. Program Committee- Grant Parks

--Submitted prior to meeting.

--No discussion or questions were raised.

4. Matters for Discussion

4.1 Copyright Infringement

--Image Rights is claiming that they are representing a photographer and his copy written images. They sent us notice about a lightning bolt photo and one of a Vietnam protest. We have already paid the fee for the lightning bolt photo. After a lot of research and consultation with the Executive Committee, agreement has been reached that until we receive an email from the license holders/owners of photographer's estate/legal firm these emails will be ignored. We are not sure how verifiable their claims are. Diane points out that they have been using the same ID number for different photos. She researched and found that a lot of people have claimed that this company is a scam.

--Ray suggests this may be worth reporting to the State Attorney General's Office. This usually dissuades them from continuing contact. David says that we can also look up their Better Business Bureau ratings and reviews.

--Laura will ensure that Grant is being forwarded these types of notices.

4.2 Budget and CPB Funding

--Laura watched a great webinar from Your Part Time Controller "Scenario Planning for Non-Profits" about Strategic Planning for the types of budget scenarios we are currently facing. She highly recommends their webinars.

--Eric asks if there will be a budget revamping meeting. Grant is currently preparing several budget variations all based on us NOT receiving the CPB grant. Eric follows up asking if there will be a chance for other Board members to participate in the budget revision. This has yet to be discussed with the Executive Committee, but once they receive Grant's draft and have had a chance to review it, Laura would like to have others participate.

--Julie asks for clarification about us possibly no longer receiving CPB funding. Grant explains that Congress had approved CPB funding to go through the fiscal year ending 2026 and 2027. The recent administration put in a house bill that takes funding away from CPB and a lot of other organizations. Now that it has passed Congress, it will go to the Senate. They have until 18 July to vote on the bill. This is separate from "The Big Beautiful Bill" or HB-1. The rescission bill is HB-4. If the Senate does not vote by 18 July, the original decision to fund the CPB stands. CPB Board members who were in attendance at the NFCB conference believe that the rescission will pass. Rob's letter is a good template to use if anyone wants to write to our representatives.

5. Meeting Finalization

5.1 Review Items for next BOD Agenda: No action items at August meeting. Bylaws will be a discussion item at August meeting.

5.2 Meeting Close/Thank You

Next meeting will be 12 August 2025 at 6:00 PM via Zoom.

Meeting minutes respectfully submitted by S. McCoy

