



Board of Directors Meeting Minutes
February 21, 2018, 5:30 p.m.
3913 Kachemak Way, Homer, AK 99603

Board Members

Present: Robert Purcell, Nicole Arevalo, Wayne Aderhold, Genie Hambrick, Kyle Schneider, Dana Stabenow, Sarah Richardson

Absent: Debbie Speakman, Michael Walsh

Quorum present? Yes

Visitors: None

Community Advisory Board: None

Staff Present: Terry Rensel, Alder Snow

Proceedings

- Meeting called to order at 5:30 p.m. by Board President Genie Hambrick
- Agenda was approved by consensus
- Minutes of the November BOD meeting were approved by consensus.
- Station Reports
 - ❖ Terry provided an administrative report, adding:
 - There are three policies that he is currently evaluating and will be asking the Bylaws and Policy Committee to review his suggested revisions: 1) Board Conflict Policy, 2) Open Door Policy, 3) documenting the screening procedures for staff and volunteers. He expects this review process to be completed before the April BOD meeting.
 - Regular staff meetings began in January and are occurring every other week. This schedule seems to be working well for staff.
 - 2/20/19 Governor Dunleavy filed bills in both the House and the Senate to eliminate the state Public Broadcasting Commission. He has passed this information to Molly at Alaska Public Broadcasting Inc. and the Homer LIO says they'll keep him abreast of any developments on this topic.
- Community Advisory Board
 - ❖ No CAB members were present and CAB Liaison Nicole had nothing new to report.
- Committee Reports
 - ❖ Finance –
 - Kyle reported that the big concern at their February meeting was the governor's budget, where funding has been zeroed out for public broadcasting. The group spoke about strategies to gain new revenue to replace state funds, though this work largely falls under the purview of the Fundraising & Development Committee.
 - We've added more staff time in the last year, which is why our expenses are higher this year over last.
 - Genie informed the group that she is working with Kim to get a picture of the finances over the last 5 years. Funding overall (incl. grants, member donations) is trending downward. We have seen a slight uptick in membership (she thanked Alder), but we'll need to look to grants and other sources of revenue. Terry added that 5 years ago was the last time we received full state funding and that since then we have also renegotiated our service contract with KDLL to reduce the services we

provide them, thus lowered income from that source. Genie mentioned that one concern is that currently one staffer is in charge of all database/recordkeeping, grant writing and fundraising, and that we need to consider staffing limitations when we begin to seek new income. We need to be strategic about our use of finances (current reserves) and also in our capacity to raise new revenues.

- The Finance Committee was asked to develop scenarios/projections for BOD consideration, as money will be down in the coming year(s).
- Terry commented that the committee was satisfied with the auditor's findings and recommendations, and the full BOD approved these.
- Robert commented that we need to be looking at capital preservation rather than capital growth. The risk/benefit ratio is not very good right now.

❖ Board Development –

- Did not meet, however Genie reported that Kevyn Jalone has resigned from the BOD for personal reasons. The BOD needs to decide between appointing someone to replace her for this year, which would mean that the remainder of her term would be placed on the December BOD ballot, or to leave her seat vacant until said BOD election. Dana added that we could benefit from appointing somebody who understands investment and long-term financial planning. Genie said that some good candidates have already shown interest in serving on this board in the near future.
- Many on the board agreed that filling our available BOD seats will benefit the station, largely because this is a working board and the workload would be best served by having a sufficient amount of BOD members.
- Genie intends to revise the BOD handbook once the Bylaws/Policy Committee approved the next batch of policy updates that Terry is working on.

❖ Strategic Planning-

- Robert spoke to the work done at the BOD “strategic doing” work session held on February 2nd, which is outlined in his written report. He summarized that the key is to focus on the 5 areas identified at this meeting first, and to make sure during this process to recognize any red flags that require timely attention or opportunities for action that present themselves. One objective is already identified and underway- the 40th anniversary 1,000 member drive.
- He added that too much work is needed on addressing these in depth to be done at BOD meetings, therefore much of the work needs to be done in committees. He is happy to support committees with the process if it proves valuable, but that his main priority is to assist and support the GM and staff, since the bulk of this work will need to be done by them.
- Robert commented that Wayne has already done a lot of baseline work for the facilities planning goal, and Wayne commented on his vision for this item.

❖ Development/Fundraising –

- Alder spoke to the committee's report, adding that the lapsed member postcard mailing had thus far resulted in 6 responses and donations worth over \$680. The mailing has already more than paid for itself.
- Dana included a report on the 40th anniversary 1,000 member drive in the BOD packet, outlining the methodology, plan and long-term goals, and also has written a letter on why she loves KBBi (and you should too) which will be sent to lapsed and

- current members. She reiterated that all BOD members would do well to craft letters of their own, each on different KBBI topics for outreach purposes.
- Alder, Nicole and Genie commented that any upswing in outreach mailings should be well crafted and strategically implemented. The group discussed looking for ways to encourage peer to peer outreach from our 830 members to increase membership.
 - Alder added that there are 3 upcoming community classes on creating living wills and KBBI has been invited as a non-profit to attend these and share our perspective with their groups. The station has also applied for a Homer Foundation 2019 grant.
- ❖ Facilities –
 - Wayne provided a detailed report. He added that a sump pump failure has been identified and handled, that he installed new, energy saving LED lighting station-wide (the BOD rejoiced), and that our consultant on the possible solar project is interested in helping with this project free of charge should we want to move forward with this idea.
 - ❖ Policy/Bylaws – Did not meet.
 - ❖ Public Safety –
 - Did not meet. However, Wayne reported that City staffer Jenny Carrol is working on a “Blue Line Awareness Day,” regarding the newly redesigned tsunami evacuation mapping for Homer. She will be rolling out a comprehensive plan for emergency information outreach specifically on tsunami preparedness and the city website will be updated to include emergency management information and tools. The city will be driving the messaging on the “blue line” and KBBI will host a Coffee Table on the topic.
 - Terry and Robert reported that they had spent that afternoon in a meeting on emergency preparedness for public officials, “Senior Officials Workshop for All Hazard Preparedness.” Participating organizations included KBBI, Enstar, HEA, Public Works, ATT and GCI, KESA, South Peninsula Hospital, the principal of Homer High School, the Borough manager/Office of Emergency Management, the entire city council and key city staff.
 - New Business –
 - ❖ Robert’s Organizational Development Strategic Doing Report had already been covered during committee reports (see Strategic Planning above).
 - Visitor Comments- None
 - Staff and Board Comments –
 - Terry- This afternoon’s meeting was the 2nd of its kind he’s been to, however, today’s had twice the number of participants (40 today). He had the opportunity to share the Public Safety work being developed at KBBI with others. He thanked Wayne for the LED light improvements.
 - Robert- Thanked Wayne for putting together the “blue line” and that his enthusiasm for this has helped create buy-in for others. He added that Terry’s presence at today’s emergency preparedness meeting encouraged questions on KBBI’s efforts and role, and served to edify those present to KBBI’s role in this.
 - Nicole- Is interested to see how cost savings from the LED lights turn up in our electric bills. She also commented that with Gov. Dunleavy zeroing out public broadcasting in his

proposed budget the BOD should keep a keen eye on their email inboxes for marching orders in response to this to Juneau.

- Dana- Thanked Robert for his public safety work, coming from somebody who grew up across the bay “below the blue line.”
- Genie- Thanked all for being there and feels honored to be a part of KBBI. There’s lots of work to do, but it’s going to be fun.
- Wayne- Though we’ve faced budget cuts at the state level before, the level of cutting in this proposed governor’s budget is extreme. We need to be prepared.
- Sarah- Is looking forward to being on the board. It’s going to be fun.

Meeting adjourned at 6:52 p.m.

Minutes submitted by Nicole Arevalo, BOD secretary