

**Minutes**  
**Kekahu Foundation Board Meeting**  
**July 22, 2015**

Location: Anahola Clubhouse

**Attending:**

*Board of Directors*

Steve Thatcher, President

Anni Caporuscio, Secretary, scribe

Jeff Frisk, Treasurer

Donovan Cabebe

Carl Imperato

Brian Neubauer

Jonathan Jay

*Guests*

Mickey Sussmena (CAB)

Marj Dente

Fred Dente

Dean Rogers (Station Manager)

**1.) Call to Order**

6:10pm by Steve Thatcher.

**2.) Review and approve Agenda**

Additions: 7.) Old Business a.) Letter for Status Change, b.) Strategic Plan Update.

**3.) Approve minutes of April 29, 2015 Board Meeting**

Mickey says thanks for getting him on the email list so he can distribute info to the CAB.

Motion to approve with the additions below: Carl, seconded by Donovan. Marj brings up Executive Session minutes. Must mention that "no action was taken"
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**4.) Public Input:** Not at this time

**5.) President's Comments**

Officially vote in new members of the BOD, both for one year terms.

Motion to accept the two new Board Members: Jeff, seconded by Carl.
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**6.) Committee Updates**

*a.) Finance Committee: Jeff*

1.) Jeff will schedule a meeting of the Finance Committee for August, before the end of the fiscal year.

2.) Jeff has been working with Juli to get month by month detailed statements. In May he got the first itemized statement of actuals. Also got June. Has worked with Dean so that he can get the numbers into Excel, and then leverage it against the Budget. He decided

that it would be tedious to do this monthly, but quarterly is reasonable. Also, the income is periodic and creates an awkward system. Quarterly will be good.

3.) There have been no excessive expenditures, nothing breaking. We are operating within our budget thus far. Carl says that the budget and the annual goals for the station manager for the upcoming year go hand in hand.

*b.) Personnel Committee: Anni*

1.) KKCR Employee Handbook:

a.) Anni got an email from Laura that the Employee Handbook needs updating. Laura had been reformatting it. The current handbook dates from 2001. She will do research and see how best to update it.

b.) Dean received an offer from the HR Director from HMAA that knows of and recommends a company that will review with lawyers your handbook. The cost is approximately \$2000.

2.) Underwriting:

a.) The new Underwriting Package is good. It is a three page document detailing the program to new underwriters.

b.) Dean says that handling Underwriting with the current staff and workload is fine and there is currently no need to hire an Underwriting Director. Anni noticed that there seems to be a lot of momentum with the program on social media and on the airwaves.

*c.) Election Committee: Carl*

1.) The process remains the same. The Committee must find out:

a.) is there interest in having an election.

b.) are there any interested candidates.

c.) from the results, the Elections Committee will take action, or not.

d.) Carl will update the PSAs necessary to begin the process in August.

*d.) Programming Committee: Carl*

1.) At the last meeting, the committee went over and approved the recommendations of the Programming Committee.

a.) One of the recommendations is to meet semi-annually. A tentative meeting is on August 24 to follow up on any issues.

b.) Mickey asks if an annual meeting between Board, GM, CAB, Staff will be scheduled. Carl says this will be addressed in the meeting.

3.) Jonathan asks if anything controversial has arisen and there is nothing to report.

*e.) Outreach & Development Committee: Donovan*

a.) 20 year birthday is in mid-August 2017.

1.) Current vision: Simulate the 15<sup>th</sup> birthday. Use underwriters for services. Mid August. Brian also has ideas. Anni, too.

2.) Will plan a meeting for next month within the first or second week.

3.) Marj has a folder of suggestions.

b.) Signature event from the Kekahu Foundation recognizing community activity.

*f.) Governance Committee: Steve/Carl*

- 1.) One meeting to review line by line the various proposed changes to the Bylaws based on things discussed 5 years ago.
  - a.) including the elections process
  - b.) member ability to initiate actions and to have referendums and bylaws changes.
- 2.) Next meeting scheduled for August 5<sup>th</sup>. Carl will send out notices for the meetings.

*g.) General Manager's Report*

**Site Reports**

Studio – full power

Crater Hill – full power

Moloa'a – full power

Anahola – operational – decommissioned, though we will still keep a meter to use the equipment for other sites if needed.

Kalepa – antenna is installed (Log periodic and Paraflector) STL (Studio to Transmitter Link) operating – 5 watts. (The signal goes from the station itself to Lihue to Mt Kahili. We are just waiting to get up to Kahili to turn the signal direction towards Kalepa. This benefits us by: 1.) getting us off the fiber, 2.) reducing the amount of equipment that can break, 3.) putting the signal right into our hands, 4.) lower maintenance costs and we already have back up pieces, 5.) it will save us \$300 per month. It should be live August 1.

Mt Kahili – full power

Papalina – STL failure 7/12/15, replaced fiber demodulator and STL, returned to service 7/13.

O'ahu – full power

**Primary Studio**

Installed subcarrier generator and on-air monitor.

Installed POTS surge suppression system.

Installed additional security cameras.

Developing digital music database including all genres, volunteers assisting.

Entry Gate light purchased, awaiting installation (weather and personnel).

Office phone system failure. Looking for a new system, though they are quite expensive.

**Stream Report**

In the last 60 days we had 21,000 unique listeners from 106 countries.

January's report: (11,770 unique listeners from 100 countries.

Avg listening time 93 min. (Peak 142 listeners)

Top Countries US, Japan, Canada, Germany, UK, Australia, Switzerland, Sweden, Spain and France

80% of our listeners tune in via our website.

(Donovan asks about doing promos in various languages to possibly pick up interest and underwriting.)

**Social Media Report**

2134 of KKCR's Group page (277 new)

1267 likes on our Fan Page (208 new)

KKCR Twitter Account – 253 Followers (177 in January)

**Volunteer Update**

New volunteers Madelyne, Lindsay, Dan and Robin.

New program “Kauai Music Revue” with Ellie and Shoots Thurs 2-4pm.

Four Program proposals have been submitted.

**Spring Fund Drive Totals**

-Total \$60k

-\$10k Waveriders, \$4.2k Online, 6k Earlybirds

-128 new members

Respectfully Submitted,

Dean Rogers

KKCR Station Manager

**7.) Old Business**

a.) Letter for Status Change: Anni

No progress has been made. Anni will schedule a meeting with Dean to write a letter to the CPB and to our state and Federal legislators about getting the minority status changed, or getting a special dispensation, as regards to our listener body’s demographics.

b.) Strategic Plan Update: Jonathan

1.) Jonathan recently reviewed the Strategic Plan. The Addendum has extended the Plan into 2016. Past meetings have voted that it would be put off to include the findings of the Programming Committee and other fiscal issues. Jonathan expresses interest in going forward with planning.

Motion to create an ad hoc committee for Strategic Plan update. Donovan, seconded by Jonathan.

Jonathan will Chair the ad hoc committee.

Purpose of the ad hoc Committee: To review Strategic Plan, and to propose a process for updating the plan. Keep in perspective that we are not starting at ground zero and a lot of work has already been accomplished.

c.) Second Stream.

Jeff asks how we can monetize our 24 hour Hawaiian music stream. This fell by the wayside when our Underwriting Director issue was unresolved. This may not be a Board issue, but a station management issue. Ideas that we have talked about before:

a.) sell underwriting that’s not on our normal stream

b.) Sell subscriptions to the stream.

Dean says the staff has had discussion on ways to monetize the second stream. He is open to talking to the Board on the best way to do it. Brian, who has experience in this field will talk ideas with Dean.

## 8.) New Business

a.) A short discussion on West Side interest in volunteering for KKCR and what is feasible. There is coordinating with Ke Kula Niihau, having a representative in the station at the time of broadcast as well as on the Westside. It's not actually very easy.

1.) the KKC facility has been moved into a different building. Next month, says Dean, the radio program from KKC will be on the air again.

2.) Storybook theatre is no longer a remote broadcast facility.

3.) Donovan says that the perfect world has our own remote broadcast facility. He would rather a mobile unit over a stationary unit.

## 9.) CAB Report: Mickey

1.) Wants to congratulate everyone on the Strategic Plan process. He is pleased on the membership drive, and about the semantics between "membership drive" and "fund drive". We are making progress towards our 5,000 membership goal.

2.) Had a 5<sup>th</sup> Monday CAB show since the last meeting. Anni was present as the Board representative.

a.) One caller was very concerned about broadcasting from the Westside, referencing a missile launch that was not publicized.

b.) we could use our \$100k and build a studio on the Westside.

3.) Bioneer show: lots of positive feedback. Educational programming that is under-represented on our station.

4.) What he gets from the community, as the chair of the CAB, it could be time that the community is ready to get involved, with our new Board members, our new documents/policies, etc.

## 10.) Member and Public Input

a.) Fred Dente's Proposed Revision of KF Mission Statement

Fred has been frustrated for years, and he never agreed with the second mission statement. It happened in a vacuum with only a few people and is a concession to varying points of view. It is middle of the road. Mission Statement and Strategic Plan updates go together. Following is the KKCR Mission Statement Draft:

*KKCR is Kaua'i's independent, non-commercial, listener-support community radio station. We are a nonprofit organization dedicated to the progressive values of peace, justice, democracy, human rights, multiculturalism, environmentalism, and freedom of expression.*

*We provide a forum for overlooked, suppressed, or under-represented voices and diverse music. We seek to stimulate, educate, and entertain our audience, to preserve, perpetuate and celebrate Hawaiian culture, and to reflect the progressive values of the local and world community.*

*We nurture our community's ethical, social, and intellectual awareness while advocating education and the arts. We broadcast news, opinion and civic affairs that foster our community's capacity to think independently, skillfully, and critically.*

*KKCR is characterized by volunteer involvement in all aspects of station operation. The Kekahu Foundation facilitates this opportunity.*

The Draft Mission Statement reflects Fred's ideas from reading many mission statements from other community radio stations. He went to Prometheus Radio Project online. He points out that the number of words don't really matter. His proposal is not longer than others he has read.

This is a discussion we can have over email, and something can be worked up in the next few months in conjunction with the ad hoc Strategic Plan Committee

Carl: moving forward:

1. have a topic of conversation among the community about changing the mission statement and embrace the feedback.
2. agree that updating the mission statement is the first step in the Strategic Plan update process.
3. Jeff adds, find out what we want out of the mission statement. Does it guide our actions?

Carl is concerned that some of the verbage isolates a segment of our listenership.

Donovan wants to know the story and the background of the previous mission statement and why it needed to change. He thinks the current mission statement is beautiful.

Mickey says that we have a different world than from when the last statement was made. Our island is under attack (poisons and policies) and we need to talk about it. He will bring it up on the next CAB show in August.

Carl: When the mission statement is discussed on any show, we must solicit interest in it, not make a sales pitch. Explain where it is headed, which is to steer the station in a certain direction. He is not so concerned with the number of words, but it is a possible change in the direction and philosophy of the station.

Jeff: The mission statement is long standing. Visions and goals change yearly.

Jonathan says the current mission statement is a concretely useful tool and he uses it as a reference for his own show.

Steve: we could be here all night. We can make some headway with an email chain. Steve sees a large tent that lots of people can get under in the current mission statement.

Dean uses the mission statement to show directly how we are impacting the community. The current one has served his needs well.

Movement to receive this mission statement draft (7/22/15) from Fred and forward it to the ad hoc Strategic Plan Committee for consideration. By Donovan, seconded by Carl.
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#### b.) Public Input from Marj Dente

1. For the spring membership drive, there was an email from Dove about signing up for three phone shifts or face suspension. Did all the programmers do it? Were there any suspensions? Did the threat work? Dean says yes it did.

2. Is the training video up and being used. Dean: The final edit is not done yet. Marj: who will do this? She is very concerned about this and she is sorry that it's not finished. She is

still hearing a tremendous amount of mistakes on air from people that still don't know how to operate equipment.

3. She's glad for the quarterly financial reports reviewed. Thank you for getting that going, Jeff.

4. She was able to pledge at an angel level on a sustaining level. Hopes that it is advertised better on the next drive.

5. Read in the minutes that someone thought it was a good idea that Board members meet more regularly than quarterly. They used to meet more frequently and it made them get more done. She suggests to meet more as committees and she is pleased to see more committee meetings. Committee meetings must be advertised and open to the public. The only closed committee meeting is Personnel.

6. Regarding Donovan's comments about being global and foreign language solicitation, people that live off island can become members. But only Kauai residents can vote.

7. Says that listing the listeners and their locations online gets boring.

8. Agrees that we need a new mission statement, or at least that it be reviewed.

9. Since we have two new Board members, the energy level is great by the way, does everyone know what the value of these new Board members is? If any of you have skills that are applicable to what Dean needs at the station, please come forward.

c.) Fred regarding governance issues.

1. Is our membership one class of membership yet, or are we still segregated? Carl: What is being proposed (in the Governance Committee), is that there is one class of membership, but only Kauai residents can vote. Fred says it's two classes then. We still do not have democracy.

2. When we do underwriting, it should be generic, according to what we have in our bylaws and mission. When we sell underwriting to a specific timeslot, that is commercial advertising. We are right on the edge of commercial radio and selling airtime for money. Jeff references the new underwriting package. Anni will email it to him. Steve talks about how being a small business serving the community is an opportunity for community business to support community radio.

**11.) Meeting adjourned at 8:51pm**

**Next Meeting is October 21, or the 28, 2015.**