

# APPROVED

KEKAHU FOUNDATION BOARD OF DIRECTORS  
MEETING OF April 13, 2022  
ZOOM meeting

Present: Steve Thatcher, President Hari Khalsa, Treasurer Jeff Frisk, Patti Valentine, Secretary Teresa Gardner, Derek Green  
Not present: VP Marshall Paul, Aimee Kreutzmann  
Guests: GM Laura Christine, Marj, Lindsey, and Michael

This was our first partial in person/hybrid online meeting since the last quarter of 2019.  
Call to Order 6:10 pm.

Motion to approve Agenda & Minutes of Feb 2, 2022  
Motion to approve by Steve and 2nd by Derek, all in favor.

**PUBLIC INPUT:** From Marj: regarding the strategic plan and that the board is responsible for getting things done and not the staff. Questioning switching the station call numbers and transmission and making sure we have good broadcasting from the new station.

Also maybe a senior discount offered along with the new app discount?  
She will be sending some vintage t-shirts to use for give aways.

**PRESIDENT'S COMMENTS:** Discussion about the emergency savings we have on our way to getting endowment. There is also vision to plan a signature event that will fundraise annually. The fun drives are a lot of work and would be good to have endowment working for us to provide another income stream.

#### **FINANCE & TREASURER'S REPORT:**

We received CPB grant in April and deposited \$21,503.

#### **GENERAL MANAGER'S REPORT:**

Please see report for details.

Some highlights included: We received CPB grant and have new mahalo gifts, Fun Drive KAU starting 5/14-5/18 with a party and meeting to start. The app is available to test right now. Working out the archives now so they only go back 2 weeks which is our copyright. There will be an incentive to donate on the new app to attract listeners to the new platform with some discussion about incentive gifts and how to attract. Looking for feedback on app.

#### **NEW BUSINESS:**

Kukuiolono lease is ready to finalize and sign along with the FCC license applied for should take a month. We need to get an Antenna, but we have the equipment to run it. There is also an issue with the insurance we need a specific type to fulfill the requirements.

There is also an opportunity to change our transmission from 92.7 to 88.1-which is a non-commercial station. Laura discussed with Don Mussel the chief engineer about the details. It will solve a problem of making a better transmission. It's a swap deal where we're being pushed out so we want to negotiate a bit to compensate for getting new stickers or other marketing funds to let our listeners know.

New volunteers including Emma to fulfill the Soap Box after Felicia's absence. and two new volunteers want to do a kids show.

**CAB REPORT:** None for this quarter.

#### **COMMITTEE UPDATES:**

- 1) Finance: Jeff-CPB grant of \$21,000 came in. Budget coming in good so far. Discussion about more fundraising ideas and how much extra do we need to plan on keeping the CPB grant? \$5,000 per quarter is the past calculation.
- 2) Personnel: Hari

- 3) Outreach and Development: Teresa had a meeting with Grant writer. Update on the 25th anniversary event in July/August at Lydgate.
- 4) Strategic Plan: Steve/Hari, Patti- working on finalizing and shared some key points as well as asking everyone to fill out survey. Discussing 1-3-5 year goals.
- 5) Endowment: Hari- looking for committee to discuss & create investment guidelines.
- 6) Election: Steve
- 7) Governance:

**OLD BUSINESS:**

**NEW BUSINESS:**

Derek brought up discussion to plan gala event for 25th anniversary and annual event also discussion about getting new Hawaiian programmers through schools and getting teen radio going with some specific contacts. Also new production ideas with podcast or Hawaiian music streaming, alternate income streams. It was discussed to have Derek head up the Development committee. Patti was interested in outreach and Teresa will send an email to start outreach committee planning and getting volunteers. Discussion about Pride Parade float and getting a trailer or boat to decorate.

**Next Meeting: Wednesday, July 27 , 2022.**

Meeting Adjourned 7:30 pm.

Minutes submitted by Teresa Gardner, Secretary