



Jackson Petito <jackson@kbut.org>

Minutes for KBUT Board Meeting 1/17/23

1 message

Dan Bostick <danielthomasbostick@gmail.com>

Thu, Jan 18, 2024 at 12:41 PM

To: KBUT board <board@kbut.org>, Jackson Petito <jackson@kbut.org>

KBUT BOARD MEETING MINUTES 01/17/23

AT KBUT

In attendance:

Jackson Petito - Exec. Dir.

Dave Colucci - President

Dan Bostick - Secretary

Mike Loperfido

Chris Coady

New Members:

Dylan McKnight

Shane Hewitt

JC Barber

Also Attending Staff:

Kate Gienapp

Kelley Dole

Courtney Welsh

Called to order: 8:10pm

Dave C: New members, had a meeting with them yesterday get everybody caught up

Dan B: Motion to approve minutes

Dave: Seconded

Approved by all

Treasurer report: Month by month report sent by accountant, reviewed but TJ. 4th month of the fiscal year currently. There is a grant coming in per Tyler.

Jackson: It's a little restricted in what it can be used for. New to our budget. We got \$40k.

Dave: What are the restrictions?

Jackson: "From Tyler" - to be used for Data Technology and infrastructure, strategic planning for fund raising, program expansion

NOT to be used for capital projects, real estate, endowments or reserves.

Dave: HR development would be good use. Tyler and Jackson can come up with a list of priorities it can potentially be used for.

Jackson: This is a one-time Community Foundation grant. Financials: We don't have to go through the financial questions line by line

Dave: It looks good financially, overall a plus in our budget YOY. By October 1st 2024 we should have more in the bank than we had last year.

Motion to approve the Financials

Dan: I second

All in favor

Kelley and Kate - Grove Migration

Jackson: Background, changing our website to a better, NPR formatted site. They quoted us \$55k to do this.

Kelley: The price is \$55k but it doesn't have to come straight out of our pockets. It will update our site and support our news dept. Many reasons why this is a great opportunity for us LONG term. The reason our sticker price is \$55k is because we are good at what we do. I worked with Kate on what needs to be migrated or transferred. Grove wants to make sure we keep our own identity. Is it political? NPR is honest. We are part of the revolution of honest information. It's not that we're going corporate but we are getting upgraded in our "back office" and the website will include local news and NPR national news displayed. It will be music-centric. Kate has lots of reason she has learned as News Director this is important but because we are part of the RMCR (Rocky Mountain Community Radio) News our Wordpress website is old. When I try to do updates to the current site they don't work. It's not worth it to us to keep it the way it is. The DJ

Profile page is gone now because links are broken. 4 years ago we added Spintron. It allows DJs to update their own profile pages. The DJ profiles on Spintron should be the profiles for the website. Grove migration will be a one-time investment. They are ready for the design. What we really need for Kate is to have an API to share information with our sister station websites and other new sources. We can add video as well. I want you to be informed about it. I will hand it over to Kate but last thing we get I.T. backup from NPR, it's not going to be corporate, we update our music info, we can probably address our DJ profiles as well.

Kate G: API (Application Programming Interface) All of our RMCR stations we work with are Grove websites. That process makes news reporting a lot quicker. As a RMCR station we share info together. Here's an example of a story on Wolf Reintroduction I did that is shared on the Aspen Public Radio page.

Kelley: KBUT's public exposure will be improved as our news content is shared on other websites.

Kate: If you have a really good interview or show, that can be shared with our network.

Kelley: We are digitally behind. We work with digital music libraries and this platform will allow us better opportunities to add content from other sources. I want more people to find out about KBUT. We are missing some markets for members like second home owners. We could be a home page for people that is topical and the look will be professional long term. We have some ways to get grants, we will be reimbursed \$20k from CPB. That brings us down to \$35k. I've talked to Tyler about soliciting funds for this. Grove says Feb1 or bust. \$10K possible in grants. I can sign the SOW (Statement Of Work).

Dave: I can't see this being approved by Feb 1. I was originally told it was a March deadline. It seems a little "scam-my" to be told that the cost is lower.

JC: What is RMCR?

Kelley: Rocky Mountain Community Radio, it's a coalition of stations. We share regional relevant news content. We were able to hire a full time news editor. The Regional Roundup is a show that we air twice a week.

JC: I developed an app once and my partner left and I get that Grove would be a more stable format [...than a freelance service].

Kelley: Grove is proprietary to NPR. IT resources are always available. We also get better links to music new, videography, maybe Rolling Stone content.

Dave: So there is no annual cost?

Dan: There is a slight increase to our NPR membership I think

Dave: This agreement is between KBUT and Perfect Sense Inc. This is a one time cost to create the new site?

Kelley: NPR controls the NPR content but we control the local content and look of the site.

Kate: It could take me hours to update certain stories and the APIs will allow much more efficient sharing of regional news on our site. Some of our content currently can only be listened to and not read.

Kelley: Also our mission is to be educators, and educating our staff. Maeve Conrad is our RMCR editor and is also a teacher to us.

Courtney: So the IT help we get this all the time, there's no additional fee?

Kelley: There is a slight increase to our NPR membership fee.

Chris C: Why the Feb 1st deadline?

Kelley: Because I've actually been working with them for years on this. NPR gave us this date today.

Dylan: There's no way we can make this decision today. I need to do more research.

Mikey L: Needs more time to understand what were getting.

Kelley: We need to sign the SOW before Feb 1.

Jackson: I think we do want to do this but we may need time to get funding.

Dave: We need to compare options but that's not an easy task. [KBUT.org](https://www.kbut.org) is not really acting like a portal to our organization. I would want to look at contracting an IT person to manage the website. I need more information about that the real annual cost would be. We just cut our events director position for about \$30k. We had a \$70k hole in our budget last year. To take this much money and devote it to a capital improvement we need to know that it's worth it.

Kelley: (to Dave) Do you use Spintron?

Dave: Rarely

Kelley: how about you other DJs?

All DJs: Every week

Kelley: you guys know it is your DJ profile

Shane: I play certain bands and they tell me they get paid when I report my plays to Spintron

Courtney: We can't get access to back pages in the website because the person who made the passwords is gone.

JC: The IT person is not going to be in Gunnison County, they are at NPR.

Dan: Is this cost in line with the other RMCR stations?

Kelley: yes, they all spent about \$35K-\$55k

Dave: I propose we have another meeting before Feb 1st.

JC: We have relationships with these other stations, can you tell us if they considered other options?

Kate: I can tell you they are all either Word Press or Grove. And grove is the only option for NPR

Kelley: Grove IS NPR

Dave: I think you'll get more questions before our next meeting. I'm going to reach out to the other stations. I want to give another 15 mins to this topic later tonight.

Jackson gave us a great update about Mardi Gras. We submitted our application to the town. Laura Silva will be able to really get this moving.

Courtney: We need forms for people to sign up.

Dave: We gave the town council options. One is to not close the 4-way. Setup on 5th and go down Butte to Elk. The other way would involve shutting down the 4-Way. Andrew Hadley is giving \$500 float prize. I would guess we want to go down 7th and more like the 4th of July. We want a big scene that people take notice.

Courtney: We need to clarify details. Is it all ages for the after party?

Dave: Can we direct you to Alec for an answer? We're not the decision makers, the Events committee will do that.

Jackson: We can still take sign ups for floats and we can tell them where to muster and the route at a later time

Courtney: Do we can send out a form tomorrow?

Dave: So we are still waiting on an answer from the town.

Jackson: I would rather have people signing up and then figure out the route later

Courtney: Laura says people can sign up until the Monday before.

Jackson: If you're working an extra 10 hours outside your job on this then let us know

Dave: Yes, go to Jackson and it will get approved for extra funds

Courtney: Laura is in charge?

Dave: Yes

Kelley: Who is doing the live broadcast?

Dave: The Board wants to require live broadcasts, maybe we would do the Mardi Gras event and the Fish Fry. These ideas are floating around.

Courtney: Is anyone concerned this is the 2nd day of the pledge drive?

Dave: I think this is part of the pledge drive.

Kelley: I want to reiterate that we have a cohesive staff and we've worked very hard to come up with a plan to work together. What we ask of the board is to have more time to react to these events. Someone needs to tell Laura to be in charge.

Chris: This is more of an Events committee

Jackson: It's actually Development committee

Kelley: Marty the Dragon could not be in great shape. Someone needs to pull it down and check it out. And we're also working on the pledge drive is a main concern.

Dave: I think you're going to see a call to action from the DJs. The fact that the Town hasn't responded is the hold up. We'll reach out to Laura to lock this down but we should be doing sign ups and getting PSA as a part of programming. As far as getting the dragon and organizing everything I think Laura will take charge, Start rolling on this and we will worry about the permit from the Town. There is contractor money available to make this better. Just go to Jackson.

Kelley: it's unusual that the Board is directing the staff to do this. We need more notice.

Jackson: I report to the Board this should all come from me.

Committee Updates

Dave:

Development Committee: Summer 80's party. I hear equal levels of "we're going to lose this event to the Center" from Laura and the fact that this is another event that requires work. We should utilize contractor money if we want to do this. From the Finance end of things, our prices need to go up. It should be better than breaking even. We want to do it. Laura wants to take the reigns on this. The time frame is short. July 27th.

Kelley: Why is Laura Silva the only option?

Dave: She's not but she wants to do it. She wants to DJ it.

Jackson: We need a budget. Maybe \$3000? It will be a joint fund raiser with the Center so we only get 1/2 the proceeds.

Dave: That's a low number. It's a no brainer. We need a higher expectation of revenue though. We don't want price to be a hinderance on local participation but people are going to pay for events. I say we do it and have faith in Laura Silva to Produce it but we need more communication from her on this. It shouldn't be revenue neutral. I like that we're having 2 parties a year.

Kelley: I would like to see other KBUT DJ's highlighted and less LLL (Laura Silva). If we add multiple DJ participation we could make it more authentic and less like Disco Inferno.

Dylan: Would this be a similar size to Disco Inferno?

Kelley: Bigger because increased capacity

Dylan: So do we (the Board) approve this?

Jackson: You say yes or no, committee will work out details

Shane-o: Whats the argument against?

Jackson: It's during pledge drive, will people not pledge because they buy a ticket? There's a Gala event being planned in the future, we just layed off our event director but we're adding another event, contradicts Board's decision to not do new events more than a year out, we're trying to get away from break-even events, finally joint events don't work. This would be instead of Kampout.

Dave: When did it become a joint event with the Center?

Dylan: Can we do this at the Almont and not share it?

Jackson: Next year

Dan: I'm a tentative yes as long as we make money and don't make too much work

Dylan: I'm Yes

Dave: I make a motion to have an 80's party

Shane-o: I second
All in favor

Dave: We're going to have an 80's party!

7:47pm Jackson, Kate, Kelley, and Courtney leave but meeting continues.

Dave: I want to go back to the Grove migration. Dugan did a great job when the website was built.

Dylan: There's a grey area with the cost

Dave: It's not NPR, it's Perfect Sense Inc. dba Brightspot. Our website management is poor. People not trained to do this are tasked with doing it. The Feb 1st deadline is weird.

JC: If we hire someone and then they leave after a few years we're back to square one

Dave: Look at [KBUT.org](https://www.kbut.org) right now. The point of our website is right at the top - the Mardi Gras event. When Kelley started working on this Grove migration more than a year ago I think she stopped updating the website.

Shane-O: She did say maybe we could do this again in 2 years

Chris: So here's what we tell Kelley's people [...she's communicating with]. This has been presented to our BOD who meets every 2 months and they need more time to consider it.

Dave: Is a contractor who is paid to do the updates better choice. It's ridiculous that our website looks like it does.

Dylan: There are 2 issues, Kate needs the upgrade to do her job better, And the website needs to be updated.

Dave: We need an alternative to balance this against. We look at Grove and we look at a local contractor and compare them as options.

JC: We do want to appeal to a wealthy audience and a better look will help

Dave: We cut KT's position from \$50k to \$20k and this cost is more than that.

JC: But this is supposedly a one time expense.

Dave: If this is really a one-time expense then it might make more sense but I'm not are there is not an annual expense. This is a good conversation. We should instruct Jackson to look at the financial situation.

Chris: Staff is telling us they need this resource to improve their jobs.

Dave: We should ask Jackson to take charge of the Grove Migration issue. Ask him to contact KVNF, contact Aspen, and other RMCR stations. Find out how this has improved their stations. What are the pros and cons? Was it worth it? Is there an ongoing cost?

Chris: Ask them to give us their opinions.

Personnel Committee:

Dave: We approved Jackson's compensation package, 10% raise, good review, his office attendance needs improvement.

Tech Committee:

Dan: Staff Hours App
<https://connecteam.com/>

Allows a “geofence” of 500 ft radius so users can only log in or out within that zone. Also can use a computer or iPad with password at the station.

Up to 10 users FREE account.

Generates reports.

Can be used via mobile app or login from computer or tablet

Jackson can be administrator

Dan: I motion to approve the Connecteam App as the board approved method to track staff in-station hours. This includes the minimum required 20 hours per week, plus any additional hours worked at KBUT Studios.

Dave: I second

All in favor

Dave: Motion to adjourn

Dan: Second

All in favor

Adjourned 8:24pm