

MARFA PUBLIC RADIO CORP.  
Meeting Minutes  
February 18, 2017 | 12:00 PM

Board members present: Jim Byerlotzer, Ginger Griffice, Lee Anna Good, Barbara Love, Liz Rogers, Cory Van Dyke, Bill Dingus (phone), Royce Mitchell (phone)

Staff/Guests in attendance: Elise Pepple, Joe Williams, Willie Simmons, Bonnie Bratton, and Patricia Golden

The meeting was called to order at 12:27pm.

Update on Alpine tower issue. Alpine Radio LLC wants us off the tower or to pay more money. For comparison, Gardendale is \$1000/month, Fort Davis is \$650/month, and we are \$289 on Alpine tower. Rate is beneficial to KRTS, but they are trying to get us off. We do not pay the electric bill. The contract says all utilities should be paid directly, but Tom understood since Ray never forwarded a bill, we were not responsible. Tom figured it must not be a considerable amount. The utilities issue came up after the rent issue was resolved. KRTS was asked for proof of insurance and provided such. We offered to pay 1/3 of bill and gave him until October 17 with no response. Now they have said we breached it by not providing our own meter. Bonnie thinks the situation is untenable. Their lawyer came to see Bonnie to get resolved. Bonnie asked for a new offer for a new lease. Probably going to be \$4000 in electricity bills owed in arrears. They have not provided any past bills. Bonnie waiting on a new lease. Jim asked if they have they offered a new lease. Would be a huge process to get licensed on another tower. They could damage this entity. The owner's position is that we took advantage of Ray with that contract. Royce: Does the contract say we will have our own meter? No. Has anyone asked Ray what his understanding was? The contract is not clear. We also have a 30-day right to fix any problem. Willie asked who the original contract was negotiated contract was with. It was Ray Hendrix. Bonnie said she would push the issue and contact Ray. Comment from Bill if we are willing to admit we are paying under market rates, could we count it as an in-kind donation or contribution of services?

Liz minutes approved. Lee Ann seconded, all were in favor.

Jim introduced Barbara Love. Recently retired after 28 years with WGBH public television. Her job was national sales securing national corporations to sponsorship for programs. Liz bragged that she did that work from Boston, and is married to the president of Big Bend Banks. All welcomed Barbara.

Royce with financials. \$218k below budget. CPB grant was not received until 2017. Was received in February. We would have been \$100k over

budget had that been received in 2016. About \$40k under for the year in expenses due to Presidio station line item. Things have not changed considerably since last budget call.

Balance sheet cash balances appear to be a bit higher in December of 2016. Same thing happened as last year with CPB grant not being received. Fixed assets have decreased significantly; cash and debt balances look good in comparison. Liabilities show significant improvement. Primarily due to sale of intern housing and paying down debt. Total assets standpoint and working capital show we are in better shape than last year. Reasonable amount of cash reserves. Budget under control and able to add to reserves.

General Management quarterly. Membership is steady, but room to grow. Web numbers for KRTS are down. Consistent numbers over social media. Off air time has improved but any time off air it is not okay. Switched from ATT to Big Bend Telephone. Because of that, off air time has decreased. Fiber is more reliable. Saving over \$3000 per month. Never should have off air time. So goal is to be 0%. Cory asked has ideas about a low power antenna at the station in case of outages. Neil Chavigny has asked. Cory moved to ask Neil and Liz seconded.

Think Tank idea presented by Elise. Everyone wants to make sure Elise has enough resources with people that have experience with public media who have agreed to be part of a think tank. Elise has compiled a list of resources; would like more GM and news director resources. First move is to have a conference call with the group. Michael Mason is in Tulsa OK who started This Land to create a regional news organization in Tulsa. This Land has closed in January. He stressed quality and the power of narrative.

Residency for seasoned producers. Think Tank participants agreed that would be a good idea. Barbara was on the board with Stewart Vanderwilt. There was a live Texas Tribune event broadcast on KXWT and spoke with Evan Smith who expressed support.

Staffing update. Open call window for morning edition host which closed this week. Had 22 applicants. Many are recent college graduates. Important to prioritize experience. Will be interviewing applicants.

Annual report. Something the station has never done before. Approach is the power of storytelling. Big effort collecting stories, sharing bios, Bob Anderson took portraits of every DJ. Biggest youth media project to date. Annual report should be completed next week.. Elise showed portraits of DJs taken by Bob Anderson.

Fund for independent producers. Sally, Diana, Asa and every member went to a different town in West Texas after the inauguration. Sally produced a feature about access to reproductive health care. Diana is

looking at the meeting that happened a few days ago about the nuclear waste site in Andrews. Asa is doing a piece on hockey team in Odessa. Support from former employee Rachel Lindley and Ted Robins who runs the culture desk at NPR and is helping edit.

Jim opened forum up to the guests. Patricia asked about Sally Beauvais and her info. She also asked about an advisory board meeting. Barbara mentioned critical to put together a group that is committed to show up to meetings. Willie says there are two anti-nuke activists in the room (meaning Willie and Patricia). Joe said station is on the cusp of golden opportunity, great start. Tighten up next five years where you want to be in 2020. It is our duty to cover our area. Everyone between towers has something to say. Keep your eyes on the prize.

Patricia expressed support as a listener. Willie said that he has had problems with the phone system and getting calls through.

Jim called for executive session.

Elise presented the development review. Planning membership drive first week of April. Driveway Moments is the theme. Elise is working on Workplace grant. CPB funding could be an issue in general. CPB funds two years in advance, so if there is any issue, we would have time to make moves. We need to start a major donor program; CPB is 40% of our budget, but many stations have much smaller dependency (KUT's CPB portion of budget is 5%). Development director position has not been posted yet. Lee Anna said it is important to keep the job posted to keep the word out. Morning host - when will you make that decision and will you make it? Elise said she was not sure about procedure. Liz said she should make that decision but pass it by Jim since he has institutional knowledge.

Meeting adjourned at 2:49pm.